

SATISFACTION GUARANTEED . . . two powerful, all-meaning words. Two words of great importance to all who buy merchandise . . . But at Sears they are more than words . . . They are the very foundation upon which our business is run . . . Our promise of honest dealing . . . Our assurance of traditionally good merchandise and traditionally good values . . . For 64 years we have guaranteed complete satisfaction on every article we offered . . . This unchanging policy guides us today and will guide us in the future, always.

SEARS GUARANTEE to save you money

to satisfy you perfectly . . . to deliver all merchandise safely

We guarantee that every article in this catalog is honestly described and illustrated.

We guarantee that any article purchased from us will give you the service you have a right to expect.

If for any reason whatever you are not satisfied with any article purchased from us, we want you to return it to us at our expense.

We will then exchange it for exactly what you want, or will return your money, including any transportation charges you have paid.

Spring and Summer, 1950

SEARS, ROEBUCK AND CO. • 925 SO. HOMAN AVENUE • CHICAGO 7, ILLINOIS,

MORE PEOPLE THAN EVER BEFORE ARE

**These are the kind of values you'll
find all through this book**



DENIM DUNGAREES
GIRLS' \$1.44 MISSES' \$1.74
See pages 56, 63 See page 165



WOMEN'S KERRYBROOKE CASUALS \$2.98
Order this or other styles on page 286



GOOD 64x60 WASHFAST PERCALE 29¢ Yd.
Complete details are on page 422



REVERSIBLE COTTON BEDSPREAD \$1.74
See description on page 496



ENAMELED FLOORCOVERING 33¢ ft.
See complete pattern line on page 584



SANFORIZED BOYS' WEAR
WASH SUIT \$1.98 SHIRT 99¢
Turn to page 72 See page 85
Each—in lots of 3



FULL SIZE COTTON MATTRESS \$10.95
Please order from page 547



SANFORIZED BROADCLOTH SHIRT \$1.79
Turn to page 325 for ordering details

BUYING BY MAIL FROM SEARS!

To our Old Sears Customers:

I welcome the opportunity of writing you this note as you open our new catalog for Spring and Summer 1950. We are hopeful you'll find it as interesting as we believe it is and that you will use it frequently in the months to come.

We are conscious of the great trust you have placed in us by your ever increasing patronage and by the constant growth of our customer list. The fact that more people today are buying by mail from Sears than at any previous time in our history is testimony of the growing popularity of this convenient, money-saving way of buying.

We invite your critical examination of this new catalog, comparison of the quality of our goods and the economy of our prices. We invite, too, your suggestions, and above all, your criticisms. We are anxious, if possible, to improve our service and to handle your orders with promptness and accuracy. Your letters addressed personally to me will be gratefully received and speedily acknowledged.

Looking forward to the pleasure of serving you often and with thanks for your many years of patronage, I am,

Yours very truly,

O. S. DETWEILER
General Manager

A MESSAGE TO OUR NEW CUSTOMERS

A MESSAGE TO OUR OLD CUSTOMERS

To our New Sears Customers:

It is a pleasure for me to welcome you into the Sears family of customers.

I want you to know we will do our level best to satisfy you completely and to save you money every time you order. We are anxious to prove to you that this modern time-saving, money-saving way of buying can solve many of your shopping problems, no matter where you live. All we ask is the opportunity to be of service.

We invite you to read our guarantee again. We mean every word it says, everything it promises. We want and expect you to take full advantage of it should the need ever arise.

We hope you like this catalog and that you, your family and friends will long continue as customers.

Very truly yours,

O. S. DETWEILER
General Manager

These Letters tell you why...

LETTERS FROM OUR CUSTOMERS...

**with comments by
our General Manager**

"We wouldn't know where to find as big a selection as in your books... It's wonderful to see so many things at once."

(Completeness in variety, in size, in color, is one of Sears catalogs' strongest points.)

"Our orders have always been given such kind and prompt attention."

(It's always good to hear folks say nice things about us and our employees. Perhaps one of the reasons our people try so hard to please is that they own 26 per cent of our company's stock.)

"You have sent me refund vouchers for as little as 1 cent, 2 cents, 3 cents."

(Every business day, Sears sends thousands of refunds to customers who overpay us or who order items on which costs have gone down since our catalog was printed.)

"Shopping is a real chore when one has children to take along... It's a relief to be able to sit down in my spare time and order from the catalog."

(The catalog is always there when you want to shop, 24 hours a day, 7 days a week. And you don't have to move from your favorite chair to do your shopping.)

"I can always depend on the honesty of your catalogs."

(We would far rather lose sales than customers or good will. That's why we never overstate the quality of our merchandise.)

"Only once or twice have I had to return goods to you and it was a pleasure to get my money back with no questions or arguments."

(Our guarantee promises complete satisfaction—or your money back.)

"I have always been pleased with the promptness and accuracy with which my orders are handled."

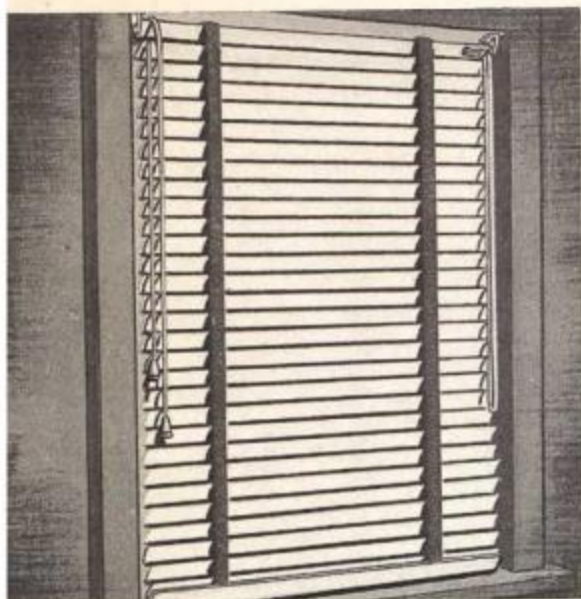
(Good service, prompt delivery, sending just what was ordered, are "musts" at Sears.)

"... You give me more for my money."

(It costs us less to sell by mail, so it costs you less to buy by mail.)

BUYING BY MAIL FROM SEARS!

and so do these Big Values!



THRIFT FIBER VENETIAN BLINDS As low as
 Turn to page 448 for complete description **\$1.34**
 Each



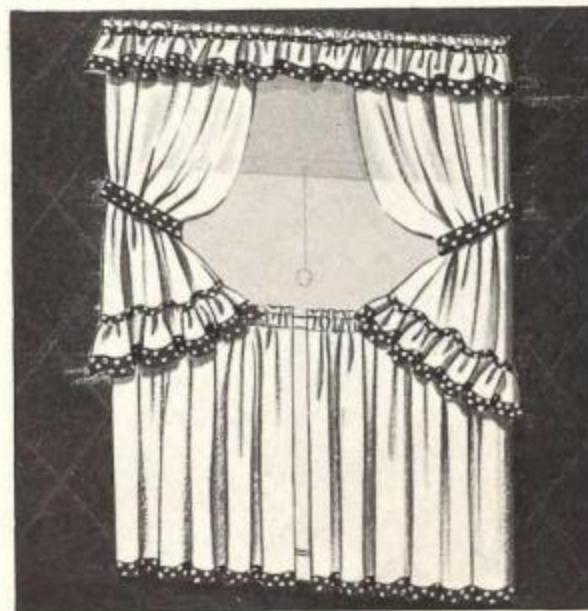
ECONOMY COTTON TOWELING 5 **98c**
 For other towelings, see pages 472, 473 Yds.



MEN'S COVERT WORK OUTFIT
SHIRT \$1.58 PANTS \$2.14
 Please see page 365 Please see page 365



GALVANIZED BARBED WIRE **\$4.25**
 For complete description, see page 1105 80 rods



PERCALE TRIMMED COTTAGE SET **79c**
 See page 509 for other cottage sets set



OUR LOWEST PRICED WORK SHOE **\$2.98**
 For complete details, see page 394 Pair



1/4-H.P. SPLIT PHASE MOTOR **\$9.95**
 For complete line of electric motors, see page 1060



UNDERSHIRTS 35c SHORTS 53c
 Turn to page 335 Each See page 335 Each

MORE PEOPLE THAN EVER BEFORE ARE

Compare these Low Sears Prices!



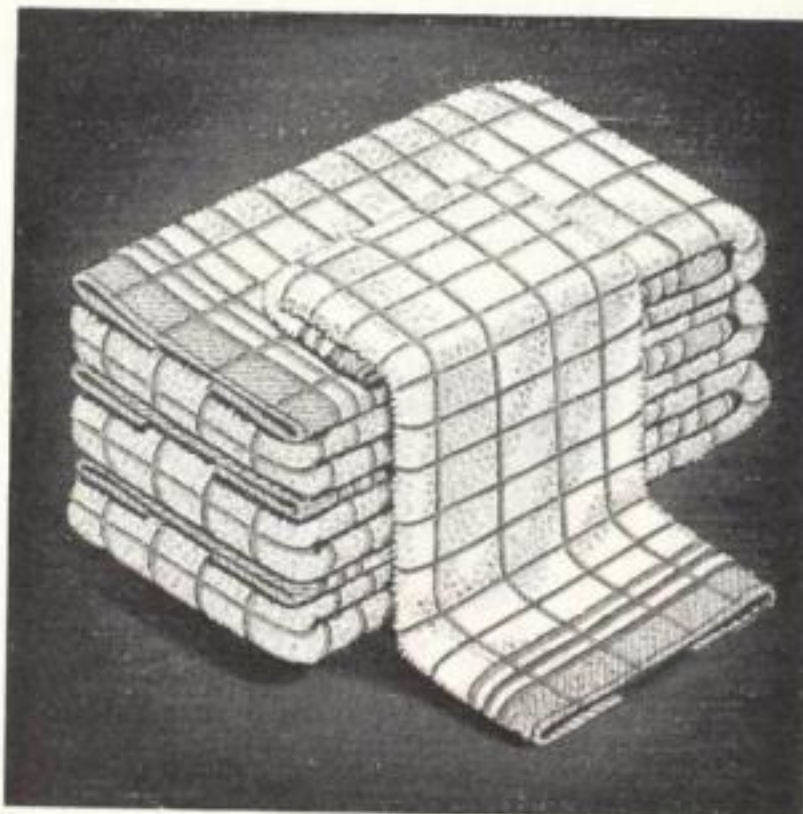
SEARS FAMOUS 8-OZ. OVERALLS
For this and other big denim buys see page 371



CHILD'S SHOE—SIZES 8½ TO 3 **\$2.98**
Please see page 110 for complete information Pair



WHITE STEEL KITCHEN CABINET **\$11.48**
Please see page 556 for complete description



THRIFT TERRY HAND TOWEL 4 **\$1.09**
Please see page 468 for full details for



ROYAL PURPLE QUALITY NYLONS **79c**
For Nylon hosiery, see pages 278 to 282 Pair



HOMART FLAT RIM STEEL SINK **\$14.95**
For details and other sinks turn to page 871 with fittings



TOT'S BOXER SHORTS 3 **\$1.39**
Please order from page 10 for



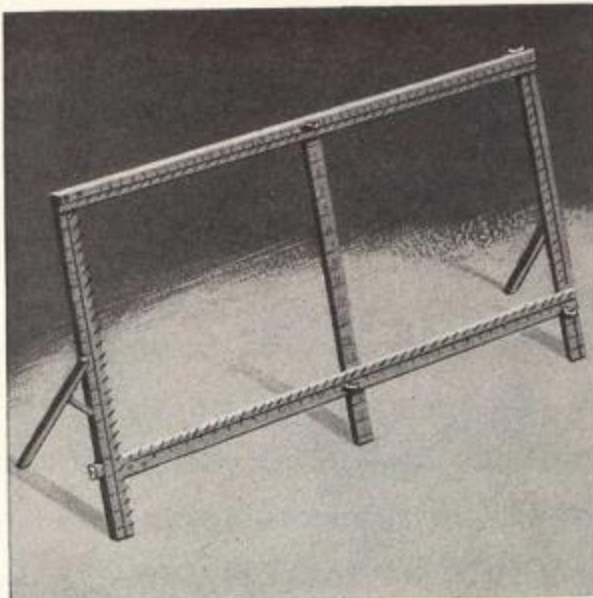
UNPAINTED KITCHEN CHAIR **\$1.98**
See Unpainted Furniture, pages 559 to 567

BUYING BY MAIL FROM SEARS!

... See how much you Save!



ECONOMY PRICED COTTON BRA **49^c**
Please refer to page 247 for ordering information Each



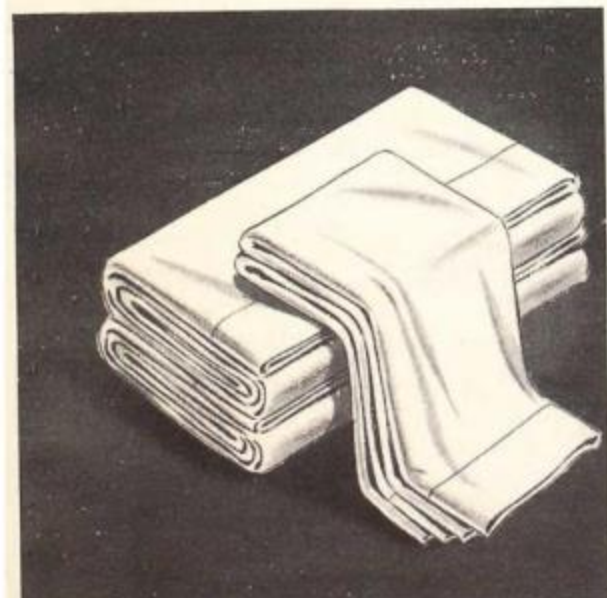
NON-SLOT CURTAIN STRETCHER **\$2.47**
Please refer to page 662 for complete information



LOW PRICED SILVERTONE RADIO **\$9.95**
Please see page 605 for complete description



BUILT-UP SHOULDER SLIP **89^c**
Please see page 237 for this and other cotton slips Each



MUSLIN SHEETS **2 for \$3.34**
Pages 456, 457
PILLOW CASES **2 for 70^c**
Pages 456, 457



.22 CALIBER RIFLE **\$11.25**
Order from page 893
LEVEL WIND REEL **\$1.39**
See page 921

**Over 100,000 items
in this book**

Yes, this big Sears catalog lists just about everything you and your family need for spring and summer. Whether it's clothing, housewares, tools, auto supplies or sporting goods, you'll find here a wide selection in each line. Order early from this book—order often.

**Fast service—Sears has
11 Mail Order Houses**

No matter where you live, there is a Sears Mail Order House close enough to make prompt shipment on your orders. Each House has a shipping schedule that runs like clockwork. This careful planning makes it possible to send out most orders within 24 hours. (Some orders are forwarded to the factory for shipment.)

**You can buy with
confidence at Sears**

First, because all merchandise listed in our catalogs is described accurately. Second, should prices go down after our catalogs are printed, you pay the lower price even though you order at the catalog price. Finally, when your purchase arrives, it must satisfy you completely. If it does not, simply return the goods, and Sears will refund your money.

**Simple instructions
for measuring**

Did you know that thousands of American families dress better than ever from our catalogs? Through the years, Sears has developed simple measuring methods that guarantee you a good fit. All you need do is take measurements in the manner suggested by the measuring instructions for the article you are ordering. Sears will take care of the rest.

**Easy Terms available on
anything in this book**

On orders amounting to \$20 or more, Sears Easy Payment Plan makes it possible to pay for goods with small monthly payments. Best of all, once you have opened a Sears Easy Payment account, you can "add on" purchases of \$10 and over. You'll like the convenience of buying all your needs on a single account. See Inside Back Cover.

How Sears works to cut merchandise costs

in many ways and on many fronts

Are you one of the millions who sometimes ask themselves (or sometimes ask us), how Sears can sell certain items at prices that seem amazingly low? Then you'll be interested in the facts on these two pages. The three examples shown here concern goods that are familiar to most Sears customers. Your Sears Catalogs list countless other items developed for you in similar ways.

EXAMPLE No. 1

Bringing the factory to the trees Saves You Money on Unpainted Furniture

COMPARE SEARS METHODS—YOU'LL READILY SEE WHY SEARS IS THE LEADER

The Old Way

How wasteful and involved operations run up costs of making unpainted furniture



The old way of making unpainted furniture was expensive because it was wasteful of materials, wasteful of time, wasteful in methods. Reduced costs, greater savings, were impossible.

Small trees are wasteful

The old way used smaller, younger trees—all of the trees—wasteful because of knots and imperfections. The result was higher costs due to the greater amount of unusable wood.

Transportation a costly factor



The old way was to ship the logs from the forest to the sawmills, ship the lumber from the sawmills to the furniture factory. For years nobody ever thought of moving the factory to the forest.

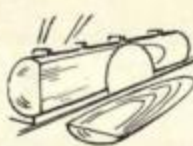
Hand assembly, finishing, crating



The old way of making unpainted furniture consisted of many costly hand operations from assembly to finishing to crating. Mass production, modern machine finishing, sensible, "semi-assembled" packaging were unknown.

The New Sears Way

Compare Sears streamlined economical operations and the lowered costs



The new Sears way of buying unpainted furniture is the result of introducing up-to-date factory methods, speeding up all operations, eliminating waste, reducing costs.

New type of lumber used

The new Sears way combined the operations of a big Western lumber mill and modern furniture factories, using for furniture only the smooth outside sections of the tree which are free of knots and imperfections.



Expensive shipping eliminated

The new Sears way does away with raw lumber shipping costs that added nothing to the value of the furniture, costs that you would have to pay.

Assembly line cutting, finishing and packing

The new Sears way of using machines to save hand labor, of using efficient, time-saving, money-saving "assembly-line" manufacturing methods in all operations, of shipping packages flat or partly assembled were revolutionary in the industry, revolutionary in amount of savings you make.



The Result!

You SAVE with high quality at low cost and are sure of satisfaction



**You can get this easily assembled, simple-to-paint
3-DRAWER CHEST**

FOR ONLY \$6.98

Turn to page 563. Order this chest and other outstanding Sears unpainted furniture buys at amazingly LOW PRICES!

EXAMPLE No. 2

Sears Mackinaws now made 12 months a year to maintain Highest Quality Standards

LONG-RANGE BUYING PROGRAM BRINGS YOU MORE FOR YOUR MONEY

The Old Way

*"Up and down" business
costs more to operate*



Most factories making mackinaws get a rush of big orders all at the same time. This means working overtime, hiring extra, less skilled help. Often it means higher material costs, higher overhead.

You pay for inefficient production

Then in slack times, workers are laid off and machines shut down. But keeping the factory in shape to handle the next rush costs money. All this adds to prices you pay for the goods.

The New Sears Way

*Even production keeps
factories going all year*



Sears selects certain "staple" items to be made up during the "dull" seasons. We arrange to supply fabrics well in advance of the need. So textile mills can produce more evenly, too. Idle time is cut at the factory, cut at the mill.

Sears planning cuts manufacturing costs

Being able to count on this steady Sears business, keeps plants from shutting down. Skilled workers are kept on the job. They are able to produce better quality goods more efficiently.

The Result!

*You pay less for
Sears better quality*

Sears passes on to you the savings we help manufacturers make. Expert shoppers who compare outerwear all over the country, find Sears prices consistently lower, consistently save you money.



See the better value for yourself

You'll see all this yourself in the sturdy fabrics, rich colors and careful workmanship in mackinaws and jackets you order from Sears. Yes, Sears methods pay off for you.

EXAMPLE No. 3

We were first to use Steel for Sinks and Bathtubs . . Saving our customers real money

NOW MORE PEOPLE CAN AFFORD MODERN CONVENIENCES BECAUSE SEARS SHOWED THE WAY

The Old Way

*Why making sinks and bathtubs
of cast iron is expensive*



Only a few years ago most sinks and tubs were cast from molten iron. Almost every operation was handwork by master craftsmen. These time-consuming jobs included making sand molds, pouring metal, cleaning cast-

ings, applying and baking enamel finishes. While the finished article was beautiful and long lasting, many people could not squeeze these items into their budget, couldn't afford to own them.



Expenses are passed on to you

Of course all costs entering into the price of any product are paid by the consumer. And when costs are high there are bound to be fewer people who can afford the product. Because of the inflexibility of many costs entering into the manufacture of cast iron appliances, it wasn't possible to bring these products within the easy reach of all home owners. Of course Sears is still among the largest distributors of top quality cast iron enamelware brought to you at money saving prices.

The New Sears Way

*How mass production of
Steel units lowered costs*



The new Sears way was to use big, powerful presses to stamp strong steel sheets into beautiful one-piece drainboard sinks, matching cabinets, and bathtubs. On endless production lines, like those of the huge auto factories, these units are assembled, then finished with glass-hard porcelain enamel permanently fused to the steel, assembled, ready to ship. This modern way saves labor, saves time and results in greatly lowered costs.

Introduced by Sears

The new Sears way revolutionized costs, revolutionized design, revolutionized living. "Coordinated" kitchens from standardized stock size units were now possible and were now within the reach of every home—more saving, more convenience, more of the good things of life.

The Result!

*Lower prices to you for
this modern equipment*

Because we so greatly reduced costs, so sensationally improved the beauty and utility of kitchen sinks, units and bathtubs, the demand from our customers was enormous. Ever larger manufacturing facilities were necessary and our service was still further improved. We want to point out the further advantages when you buy this new home equipment from Sears:

1. Its lighter weight eliminates costly floor and beam bracing, means lower transportation charges.
2. It is easy to handle and can be installed by one man without much help.



You can order a
Sears ALL-STEEL
KITCHEN ENSEMBLE
for as little as
\$20580
Only \$10 down
on Easy Terms

Just think of it! Now you can have the beautiful, efficient kitchen you've wanted for far less than you ever dreamed. Be sure to read about our complete line starting on page 868.

SIZES
3 to 6x

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR

Again..Sears Honeysuckle Dresses

PROVE THAT SEARS KNOWS HOW...

- SEARS KNOWS HOW to style little girls' dress fashions
 - SEARS KNOWS HOW to choose smart, practical fabrics
 - SEARS KNOWS HOW to produce more value for your money
 - SEARS KNOWS HOW to specify proper workmanship
- No wonder... year after year... mothers return to Sears Catalog to buy Sears nationally famous Honeysuckle brand

Description of dresses shown on opposite page

HONEYSUCKLE COTTON DRESSES at... \$1.98 each

- A** TWO PIECES... a print sundress with ruffled bodice and gathered skirt... plus a white bolero jacket with lapels to match dress print. Both in crisp cotton pique. The dress buttons in back, has a 3-inch hem. Washfast. Sizes 3, 4, 5, 6, 6x. Please state size. Shipping weight 12 ounces. 29 D 1178—Multicolor on white...\$1.98
- B** PASTEL PLAID charmingly applied to neck ruffle, puff sleeves, midriff and banding on full circular skirt. Cotton percale, Sanforized... won't shrink more than 1%. Button-back. Tie sash. Washable. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 12 oz. 29 D 1179—Aqua green with multi-color pastel plaid trim...\$1.98
- C** COOL, SUMMERY SHEER DIMITY, with new "off-the-shoulder" neckline, edged with big flouncy ruffle. Straps tie in bows over shoulders. Rickrack trim. Button-back, tie-back sash. 3-in. hem. Hand washable. Sizes 3, 4, 5, 6, 6x. Please state correct size. Shipping weight 10 oz. 29 D 1180—Multicolor print...\$1.98
- D** PERMANENT FINISH ORGANDY... sheer, sweet and girlish, with daintily embroidered yoke. 6 rows of tucking all around full skirt. Button-back. Tie-back sash. 3-in. hem. Hand washable. Sizes 3, 4, 5, 6, 6x. State size. Shipping weight 10 ounces. 29 D 1181—Pink 29 D 1182—Yellow 29 D 1183—White Each...\$1.98
- E** FINE 80-SQUARE PRINTED PERCALE... Sanforized, won't shrink more than 1%. White eyelet embroidered cotton yoke is sewn in, trimmed with print ruffle to match skirt and sleeve ruffles. Buttons in back; tie-back sash. 3-inch hem. Washfast. Sizes 3, 4, 5, 6, 6x. Please state correct size when ordering. Shipping weight 12 ounces. 29 D 1184—Green print...\$1.98 29 D 1185—Blue print...\$1.98

SEARS BEST HONEYSUCKLE Cotton Dresses \$2.98 each

- F** AIRY AS A SUMMER BREEZE... sheer dotted swiss dress. Billowing ruffled collar is trimmed with cotton lace and rayon velvet bow. Ruffles, lace and embroidered cherries on puff pockets. Buttons in back; tie-back sash. 3-in. hem. Hand washable. (Remove bow). Sizes 3, 4, 5, 6, 6x. Please state size. Shipping weight 12 ounces. 29 D 1186—Copen blue...\$2.98 29 D 1187—Medium red... 2.98
- G** ROSE-BUD PRINT SHEER ORGANDY has permanent finish. Beautiful embroidery trim at neckline and puff sleeves. Full gathered skirt trimmed with all-around ruffle and 2 red rayon grosgrain bows. Button in back. Tie-back sash. 3-inch hem. Hand washable (Remove bows). Sizes 3, 4, 5, 6, 6x. Please state size. Shipping weight 11 oz. 29 D 1188—Bright red print on sheer white organdy...\$2.98
- H** THE PRINT on this Sanforized cotton broadcloth is a copy of fine old hand-made lace... the fabric won't shrink more than 1%. Cotton lace edging at neckline, ruffling at sleeves, shoestring bows at two pockets. Buttons in back; tie-back sash. 3-inch hem. Washable. Sizes 3, 4, 5, 6, 6x. Please state size. Shipping weight 14 ounces. 29 D 1189—Aqua blue print...\$2.98
- J** "ANGEL-WING" shoulder-wide collar on brand-new style in crisp white cotton pique, with bodice and trim of Dan River woven plaid gingham. Full swing skirt. 3 gold-color metal buttons in front; button closure in back. Tie back sash. Washfast. Sizes 3, 4, 5, 6, 6x. Please state size. Shipping weight 13 ounces. 29 D 1190—White with multicolor plaid trim...\$2.98

RAYON DRESSES... styled for very special occasions

- K** FINE-RIBBED FAILE-TYPE RAYON dress has sheer embroidered batiste inset on bodice, trimmed with ruffles. Full gathered skirt has two "swagger" pockets. 3-inch hem. Buttons in back. Tie-back sash. Washable. Sizes 3, 4, 5, 6, 6x. Please state size wanted. Shipping weight 13 ounces. 29 D 1191—Yellow...\$2.29 29 D 1192—Aqua green...\$2.29
- L** RUSTLING RAYON TAFFETA with the tiered skirt so popular for parties, and birthdays. The collar is trimmed with Val-type cotton lace imported from France. The bodice is adorned with exquisite embroidery work. The waist is highlighted with a sweet little taffeta bow. Buttons in back. Large, dressy tie-back sash. Dry clean. Sizes 3, 4, 5, 6, 6x. Please state correct size when ordering. Shipping weight 11 ounces. 29 D 1193—Pink 29 D 1194—White 29 D 1195—Light blue. Each...\$2.98
- M** SHEER RAYON NINON blouse-effect has flared cap sleeves, ruffled collar... both trimmed with cotton rickrack. Full circular skirt of woven rayon taffeta has generous matching plaid tie-back sash. Buttons in back. Dry clean. Sizes 3, 4, 5, 6, 6x. Please state size. Shipping weight 12 ounces. 29 D 1196—Multicolor plaid with white...\$3.49

NEW LOW PRICE...

for Honeysuckle easy-to-wash dresses of good cotton percale \$1.69 each

3 new spring styles... a new standard of value... at only

IMAGINE getting this dainty feminine print dress with a real separate apron of permanent finish organdy to match the organdy ruffle collar... at this low price! Buttons in back. 2-in. hem. Cotton percale. Washable. Sizes 3, 4, 5, 6, 6x. Please state size. Shpg. wt. 8 oz. 29 D 1172—Multicolor print... Each \$1.69

A LOW SEARS PRICE for a cotton percale dress embroidered in contrasting colors on bodice and at waist. Collar ruffle of crisp sheer permanent finish organdy. Buttons in back... tie-back sash. 3-inch hem. Washfast. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 8 oz. 29 D 1174—Yellow...\$1.69 29D1175—Aqua blue. 1.69

TWO SEPARATE PIECES... printed cotton percale dress plus bolero jacket of white cotton pique. Dress trimmed with white cotton rickrack; bolero trimmed with print applique. Button back, tie-back sash. 2-inch hem. Washable. Sizes 3, 4, 5, 6, 6x. Please state size. Shipping wt. 8 oz. 29 D 1176—Red print...\$1.69 29 D 1177—Blue print 1.69

SIZE CHART FOR SIZES 3 TO 6X

Her size (not age) is:	3	4	5	6	6x
If height is.....	34½-37	37½-40	40½-43	43½-46	46½-48 in.
If chest is.....	22	23	24	25	25½ in.
If weight is.....	29½-34	34½-38	38½-44	44½-49	49½-54 lbs.
Dress length.....	18½	20	21½	23	24½ in.
Coat length.....	19	20½	22	23½	25 in.

Use Sears Easy Terms... make shopping convenient. See inside back cover.

6. SEARS, ROEBUCK AND CO. ALL

Do you know that the American Peoples Encyclopedia is a great aid in educating your children... a gold mine of information for every member of the family. Read about it... see index for page.



A
Cotton
Pique

B
80-square
Percalé

C
Sheer
Dimity

D
Sheer
Organdy

E
80-square
Percalé

5 NEW HONEYSUCKLES . . styled by Sears . . sold only at Sears . . at \$1.98 each

See opposite page for descriptions of dresses shown here



HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR

G
Sheer
Organdy

H
Cotton
Broadcloth

\$2.98
each

**OUR BEST
HONEYSUCKLES**

- best in design
- best in details
- best in quality of cotton fabric



F
Dotted
Swiss

J
Cotton
Pique

K
\$2.29

L
\$2.98

**3 dainty new
fashions in
DRESS-UP
RAYONS**



M
\$3.49

ALL PAGE 7 . . CHILDREN'S WEAR



THRIFTY COOL COTTONS for little girls . . sizes 3 to 6x

\$1.09

Pique cotton sun dress. Contrasting piping on skirt, bodice ruffle. Strap tie at shoulder. Washable. *Sizes 3, 4, 5, 6, 6x.* See size chart, page 9. *State size.* Shipping weight 7 ounces.

29 D 1100—Yellow

29 D 1101—Pink

Each.....\$1.09

\$1.29

Multicolor floral print on 80-sq. percale. Ruffle at yoke, bottom of skirt. Button back to waist. Tie back sash. Washable. *Sizes 3, 4, 5, 6, 6x.* Size chart, page 9. *State size.* Shipping weight 6 ounces.

29 D 1102—Blue print

Each.....\$1.29

\$1.29

Permanent finish organdy . . . lace ruffle yoke and skirt flounce. Back sash. Button back. Hand washable. *Sizes 3, 4, 5, 6, 6x.* Size chart, page 9. *State size.* Shipping weight 4 ounces.

29 D 1103—Pink

29 D 1104—Blue

Each.....\$1.29



GAILY RUFFLED SUN SUITS

\$1.14

Washable 80-sq. percale. Ruffles on bib and back. Elastic back. Button-on suspenders. *Sizes 3, 4, 5, 6, 6x.* See size chart, page 9. *State size.* Shpg. wt. 5 oz.

29 D 4543—Multicolor plaid.....\$1.14

\$1.98

Washfast, Sanforized cotton broadcloth. Attached pants. Max. shrinkage 1%. *Sizes 3, 4, 5, 6, 6x.* Size chart, page 9. *State size.* Wt. 7 oz.

29 D 4544—Blue, pink

29 D 4545—Yellow, aqua green...Suit \$1.98

Shirt and Shorts

\$1.98 Set

Plaid gingham shirt; chambray shorts. Washable, Sanforized—won't shrink over 1%. *Sizes 3, 4, 5, 6, 6x.* See size chart, page 9. *State size.* Shipping weight 8 ounces.

29 D 4546—Plaid shirt, aqua green shorts. \$1.98

HONEYSUCKLE

THE RIGHT WAY
TO SAY

CHILDREN'S
WEAR



A



B

"WALT DISNEY"

Movie and Cartoon Stars

in bright colors on sturdy, cotton playwear . . made for fun and comfort. *Sizes 2 to 6x.*

A NAVY BLUE DENIM BOXER SHORTS with fun-loving Mickey and Minnie Mouse frolicking on the front. Elastic shirring all around. Back patch pocket. Sanforized—won't shrink over 1%. Wash separately. *Sizes 2, 3, 4, 5, 6, 6x.* Size chart page 9. *State size.* Shpg. wt. 6 oz.

29 D 4505—Navy blue.....\$1.19

B DENIM BOXER LONGIES. Donald Duck and Family printed on front. Elastic shirred waist. Back patch pocket. Sanforized, won't shrink over 1%. Wash separately. *Sizes 2, 3, 4, 5, 6, 6x.* Size chart, page 9. *State size.* Shpg. wt. 8 oz.

29 D 4328—Navy blue.....\$1.59

C DENIM OVERALLS. Mickey and Minnie and the rest of the family colorfully printed on front. Self lined bib. Button-on suspenders. Back patch pocket. Sanforized, won't shrink over 1%. Wash separately. *Sizes 2, 3, 4, 5, 6, 6x.* Size chart, page 9. *State size.* Shpg. wt. 9 oz.

29 D 4207—Navy blue.....\$1.89

D COMBED COTTON POLO SHIRT with Mickey Mouse cowboy print on front. Ribbed knit crew neck. Washable. *Sizes 3, 4, 6.* See size chart on page 9. *Please state size.* Shipping weight 4 ounces.

29 D 4732—Yellow...Ea. 98c 2 for \$1.92

29 D 4733—White...Ea. 98c 2 for \$1.92



WASHABLE PERCALES

2 FOR \$1.69

You get one dress in a pink print and one in a blue dot . . each with contrasting color trim. Packed 2 of one size in each package. Both are attractive, sturdy, washable percale. *Sizes 3, 4, 5, 6, 6x; size chart page 9.* *State size.* Shpg. wt. 10 oz.

29 D 1105—Package of 2 dresses in one size....\$1.69

8 . . SEARS, ROEBUCK AND CO. ALL



STURDY COTTONS, comfortable to wear, easy to wash

\$1.29

Broadcloth

Sanforized broadcloth all-in-one with Peter Pan collar, set-in waistband piped in white. Adorable pussycat applique, patch pocket. Buttons at back and at sides. Washfast... max. fab. shrink. 1%. Fine quality, lower-priced this year. *Sizes 3, 4, 5, 6, 6x. State size.* Shpg. wt. 8 oz. 29 D 4221—Med. blue Each.....\$1.29

\$1.59

Pincheck Percale

Cotton pincheck all-in-one with colorful embroidery. White collar, piping on puff sleeves and pocket. Shirred set-in waistband. Buttons, tie-sash in back. Washable. *Sizes 3, 4, 5, 6, 6x. Please state size.* Shipping weight each 8 ounces. 29 D 4232—Blue and white check....\$1.59 29 D 4233—Red and white check....\$1.59

\$1.98

Twill Jodphurs

Western-style jodphurs in sturdy cotton twill. Sanforized, wash separately (max. fab. shrink. 1%). Loops front and back. Gripper fasteners at side. 2 pockets. (Belt not included.) *Sizes 3, 4, 5, 6, 6x. Please state size.* Shipping weight 9 ounces. 29 D 4511—Red 29 D 4512—Dark brown 29 D 4513—Dark green Each.....\$1.98

HONEYSUCKLE BLUE DENIMS

Made like big sister's dungarees in suspender or new boxer styles

- Copper rivets
- Double orange stitching
- 2 front, 1 back pocket
- Bar tacked
- Sanforized, won't shrink over 1%
- Sizes 3 to 6x

A SUSPENDER STYLE with copper buttons on waistband and side closing. Wash separately. *Sizes 3, 4, 5, 6, 6x. Please state size.* Shipping weight each 10 ounces. 29 D 4326—Navy blue Each.\$1.29 2 for..\$2.54

B ELASTIC WAIST STYLE. Shirred elastic waistband all around. Wash separately. *Sizes 3, 4, 5, 6, 6x. Please state size.* Shipping wt. each 10 oz. 29 D 4329—Navy blue Each.\$1.09 2 for..\$2.14

Shirts sold separately, see below



\$1.29

\$1.09



NEW FRONTIER-STYLE

Blue Denim Dungarees with sparkling silver-colored nailhead trim and white double-needle stitching

\$1.98

Silver colored metal nailheads and buttons on the contrasting pocket flaps make these dungarees as "western" as the nickel spots on a range-rider's saddle. Gripper fasteners and zipper at side opening. Back yoke, back patch pocket. Two front pockets. Wide bar-tacked loops. White double-needle stitching. Sanforized—won't shrink over 1%. Wash separately. *Sizes 3, 4, 5, 6, 6x. State size.* 29 D 4368—Navy blue. Shpg. wt. 10 oz.....\$1.98

NEW LOW PRICE
2 for \$2.14

"DUTCH GIRL" Style all-in-one of crisp, washable chambray. Flare-out simulated pockets, square neckline, sleeves, waistband and leg bottoms are all spiced with red trimming. Soft gathers for flattering fullness. Buttons at side and back. *Sizes 3, 4, 5, 6, 6x. Please state size.* Shipping weight each 8 ounces. 29 D 4205—Med. blue 2 for.....\$2.14

For Sears Easy Terms, see inside back cover.



HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR



2 for \$1.50 Broadcloth

NOTCH COLLAR, button front, patch pocket. Washable, 100x60 cotton broadcloth. *Sizes 3, 4, 5, 6, 6x. State size.* Shpg. wt. each 5 oz. 29 D 4635—White 2 for.....\$1.50



98c Woven Gingham

SANFORIZED, washfast—won't shrink over 1%. Patch pocket, yoke back, inverted pleat. *Sizes 3, 4, 5, 6, 6x. State size.* Shipping weight 5 ounces. 29 D 4682—Red plaid 98c



\$1.14 Bandanna Print

WASHFAST, 100x60 cotton broadcloth. Back pleat. *State size 3, 4, 5, 6, 6x.* Shpg. wt. 5 oz. 29 D 4689—Black and white print on red.....\$1.14



\$1.39 Zipper Front

SANFORIZED cotton broadcloth. Washfast. Max. shrink. 1%. *State size 3, 4, 5, 6, 6x.* Shpg. wt. 6 oz. 29 D 4690—White..\$1.39 29 D 4691—Yellow.. 1.39

PBCKMN PAGE 9... CHILDREN'S WEAR

SIZES
3 TO 6X

SIZES
3 TO 6X

HONEYSUCKLE SUMMER PLAYWEAR

Easy-to-wash cottons... durable twill and corded fabric shorts, longies. All made with finished seams—no raw edges.

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR



A
Sanforized
printed
cotton twill
boxer shorts
2 for
\$1.29

B
Our best
cotton twill
boxer shorts
94c

Searsord washfast cotton bib-top shorts
or boxer longies with elastic waist

Your choice **94c** each

A MAIZE OR LIGHT BLUE with attractive, juvenile all-over print in harmonizing colors. Shirred elastic waistband. Flap and button on make-believe pocket. Washable cotton twill. Sanforized, won't shrink over 1%. State size 3, 4, 5, 6, 6x; size chart, page 9. Wt. 7 oz. for 2. 29 D 4541—Maize (yellow) print. } 2 for 29 D 4542—Light blue print. } \$1.29

B CLOSE, FIRMLY WOVEN COTTON TWILL... Sanforized and washfast, won't shrink over 1%. Double-needle stitched seams finished on the inside. Elastic shirred waist. Two handy front pockets. Sizes 3, 4, 5, 6, 6x; see size chart on pages 9. Please state size. Shpg. wt. 5 oz. 29 D 4547—Copen (light) blue. 94c 29 D 4548—Maize (yellow). 94c

C BIB TOP SHORTS with button-on suspenders and buttons on each side. Bib top is self-lined. Set-in waistband, two large patch pockets, wide cuffs. Rows of double needle stitching, finished seams. Washfast. Sizes 3, 4, 5, 6, 6x; size chart, page 9. State size. Shpg. wt. 5 oz. 29 D 4550—Red and white. 94c 29 D 4551—Blue and white. 94c

D BOXER LONGIES, Elastic shirred waist. Convenient back patch pocket. Rows of double-needle stitching, finished seams. Washfast. Sizes 3, 4, 5, 6, 6x; see size chart on page 9. Please state size. Shipping weight 6 ounces. 29 D 4356—Red and white. 94c 29 D 4357—Blue and white. 94c 29 D 4358—Brown and white. 94c

Searsord Washfast COTTON SHORTS

Boxer style with elastic shirred waist. Double-needle stitched. You get one pair in brown and white stripes, one pair in blue and white stripes, one pair in red and white stripes, all in one size in one package. Sizes 3, 4, 5, 6, 6x; see size chart on page 9. Please state size. Shpg. wt. 8 oz. 29 D 4549—Package of 3 shorts in one size. \$1.39

Nearest comparable quality
was 59c ea. last year
3 for \$1.39



For Sears Easy Terms
see inside back cover



E
59c

G 98c

H 98c

BETTER QUALITY POLO SHIRTS

Finely spun combed cotton yarns
... closer, firmer knit ... choice
of stripes or solid colors

All with rib-knit crew necks and hemmed short sleeves. Wash separately. Sizes 3, 4, 6; size chart on page 9. State size. Shpg. wt. each 4 oz.

E STRIPES.
29 D 4735M—Red
and white. 59c
29 D 4736M—Navy
blue and white. 59c
2 for. \$1.15

F SOLID COLOR.
29 D 4738M—Med.
blue. 59c
29 D 4739M—Yellow 59c
29 D 4741M—White. 59c
2 for. \$1.15

G BLAZER STRIPES
in popular color
combinations. Our finest
quality pullover
polo shirt in our 3 to
6 size range. Knit with
fine combed cotton
yarns.
29 D 4705M—Brown,
yellow and white 98c
29 D 4706M—Navy blue,
red and white. 98c
2 for. \$1.92

H HIDDEN ZIPPER
STYLE. Matching
zipper runs diagonally
across front. Rib knit
club collar and wide rib
knit bottom, to wear
either in or out.
29 D 4742M—Med. blue
29 D 4743M—Yellow
29 D 4744M—White
Each. 98c
2 for. \$1.92

WHAT'S YOUR NAME, LITTLE GIRL?

You can have it with this
fine combed cotton polo shirt

2 for \$1.59 4 for \$3.00



Find your name on the list below. We'll send you a transfer that is easily pressed on this hand screen print combed cotton shirt. Wash separately. Name won't peel off. Instructions included. Sizes 3, 4, 6; size chart, page 9. State size and name wanted. Shpg. wt. 6 oz. for two. 29 DR 4745M—Yellow 29 DR 4746M—White 2 for \$1.59... 4 for \$3.00

Agnes	Claire	Elsie	Grace	Josephine	Louise	Mildred	Ruth
Alice	Clara	Emily	Harriet	Joy	Lucille	Nan	Sal
Ann	Diana	Esther	Helen	Joyce	Mabel	Nancy	Sally
Anna	Diane	Ethel	Irene	Judith	Margaret	Pat	Sarah
Arlene	Doris	Evelyn	Isabel	Judy	Marie	Patricia	Shirley
Barbara	Dorothy	Florence	Jan	Julia	Marilyn	Pauline	Sis
Beatrice	Edith	Fran	Jane	June	Marion	Peg	Sister
Betty	Edna	Frances	Janet	Katherine	Marjorie	Peggy	Susan
Carol	Eleanor	Gertrude	Jean	Lillian	Martha	Phyllis	Sylvia
Carole	Elizabeth	Gladys	Jo	Lois	Mary	Rita	Violet
Caroline	Ellen	Gloria	Joan	Lou	May	Rose	Virginia

Big Bargain! Fine Cotton Yarn POLO SHIRTS

Rib knit crew neck. You get one shirt in blue, one in yellow and one in white—all in one size—in each package. Wash separately. Sizes 3, 4, 6; size chart, page 9. State size. Shpg. wt. 9 oz. for 3. 29 D 4727—Package of 3 shirts in one size. \$1.15 2 pkgs. (6 shirts). 2.15

LOWEST PRICE
IN YEARS

3 for \$1.15

6 for \$2.15



SEARS FAMOUS HONEYSUCKLE OVERALLS

Made to our specifications . . now in 3 fine fabrics
. . cotton gabardine, pinwale corduroy, cotton twill

ALL WITH THESE 6 QUALITY FEATURES

- Double self-fabric bib
- Tailored cuffs
- Bar-tacked at points of strain
- Metal Gripper fasteners and safety-tilt adjustable metal buckles on suspenders
- 2 roomy patch pockets
- Tailored with roomy seats for action-free comfort

SIZES 3 TO 6X

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR



\$1.57

Sanforized cotton Twill

Boxer longies. Elastic shirred waist. Two pockets. Double needle stitching. Finished seams. Cuffs. Wash separately. Won't shrink over 1%. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 9 oz. 29 D 4359—Med. blue . \$1.57 29 D 4360—Brown . . . 1.57

\$1.98

Pinwale Corduroy

Boxer longies. Elastic shirred waist. Back patch pocket. Finished seams. No raw edges. Wash separately. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 8 oz. 29 D 4336—Brown . . \$1.98 29 D 4337—Green . . . 1.98 29 D 4338—Red 1.98

\$1.19

Sanforized Denim

Self-lined bib overalls. Button-on suspenders. Side opening. Two pockets. Finished seams. Wash separately. Won't shrink over 1%. Sizes 3, 4, 5, 6, 6x. Please state size. Shipping weight 9 ounces. 29 D 4227—Navy blue. \$1.19



Polo shirts sold on page 10

Cowgirl Ensembles in Sanforized cotton Twill

A Bolero and Slack Set. Brown with tan. Novel shoulder insets on bolero and patch pockets on slacks are tan with cowboy design and piping trim in green. Wash separately. Won't shrink over 1%. Sizes 3, 4, 5, 6, 6x. State size. Shipping weight 12 oz. 29 D 4364—Brown with tan. Set \$2.19

B Shirt and Slack Set. Copen blue with navy blue. Shoulder yoke, sleeve cuffs, pocket flaps and simulated boot tops are navy blue. Gold color cotton felt loop and star decoration is fused on—won't come off in washing. Gold color metal buttons. White piping. Wash separately. Won't shrink over 1%. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 13 oz. 29 D 4362—Navy and copen blue shirt and slacks Set \$3.98 29 D 4363—Slacks only. Wt. 9 oz. Each \$1.98



LOWEST PRICE IN YEARS FOR OVERALLS

in blue Chambray

Medium blue chambray with red trimmed navy blue band at top of bib, waistband and pocket top. Navy blue piping on side of bib. Patch pocket. Suspenders have 2 buttons for adjustment and are stitched in back to prevent slipping. Wash separately. Sizes 3, 4, 5, 6, 6x. State size. Shpg. wt. 10 oz. for 2. 29 D 4220—Med. blue . . 2 for \$1.50

BARGAIN
SPECIAL
2 for
\$1.50



Sanforized cotton Gabardine with zipper front

\$2.37

Zipper opening from crotch to bib top. Suspenders can be adjusted with safety tilt metal buckle that hooks on metal button. Two patch pockets. Elastic shirred back for snug fit. Set-in waistband. Wash separately. Won't shrink over 1%. Sizes 3, 4, 5, 6, 6x. State size. Shipping weight 10 ounces. 29 D 4225—Med. blue 29 D 4226—Brown Each \$2.37

Sanforized cotton Twill with adjust- able suspenders

\$1.77

Made with all the features above . . in addition to having set-in waistband and 2 patch pockets. Suspenders can be adjusted with safety tilt metal buckle that hooks on metal buttons. Wash separately. Won't shrink over 1%. Sizes 3, 4, 5, 6, 6x. State size. Shipping weight 10 oz. 29 D 4222—Red 29 D 4223—Med. blue 29 D 4224—Brown Each \$1.77

Pinwale Corduroy with adjustable suspenders

\$2.69

Our original "specification" overall . . proved to be so satisfactory that mothers order it year after year. Fine pinwale corduroy is velvet-smooth, comfortable, longwearing. Made with quality features listed above . . plus 2 roomy patch pockets. Wash separately. Sizes 3, 4, 5, 6, 6x. State size. Wt., 10 oz. 29 D 4202—Red 29 D 4203—Med. blue 29 D 4217—Dark green Each \$2.69

Measure to be sure

SIZE CHART FOR SIZES 3 TO 6X

Order Size:	3	4	5	6	6x
If height is:	34½-37	37½-40	40½-43	43½-46	46½-48 in.
If chest is:	22	23	24	25	25½ in.
If weight is:	29½-34	34½-38	38½-44	44½-49	49½-54 lbs.

SIZES
3 TO 8

HONEYSUCKLE
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR



ALL-WOOL SUITS. . sizes 3 to 6x
Styled like big sister's suits

\$2.98

ALL-WOOL flannel bolero suit. Embroidery on jacket. Four-gore swing skirt. Adjustable suspenders. Side button. Unlined. Dry clean. *State size* 3, 4, 5, 6, 6x. *Wt.* 12 oz. 29 D 4013—Copen blue. . . \$2.98 29 D 4014—Aqua green. . . 2.98 29 D 4015—Gold. . . 2.98

\$3.98

ALL-WOOL flannel bolero suit. Long sleeve jacket. Rick-rack and white button trim. Swing skirt has pockets, adjustable suspenders, concealed side button. Unlined. Dry clean. *State size* 3, 4, 5, 6, 6x. *Shpg. wt.* 15 oz. 29D4016—Aqua green 29D4017—Red Each. \$3.98

\$4.98

ALL-WOOL flannel. Gold color metal buttons, 2 pockets. Box pleats front and back on skirt. Adjustable suspenders. Side button. Unlined. Dry clean. *State size* 3, 4, 5, 6, 6x. *Shipping weight* 1 pound 4 ounces. 29D4018—Copen blue 29D4019—Navy blue 29D4020—Rose Each. \$4.98



PLASTIC RAINCOAT

\$1.59 with case

Firestone's waterproof Velon metallic plastic material. All seams electronically heat sealed. Belt. Attached hood. *Sizes* Small (3-4); Med. (5-6); Large (6x). *State size.* *Shipping weight* 10 oz. 29 D 4905—Red. . . \$1.59 29 D 4906—Blue. . . 1.59 29 D 4907—Green. . . 1.59

ZIPPER JACKET

\$2.69

Water-repellent cotton poplin. Zipper front, raglan sleeves, novelty front pockets. Elastic shirred back for snug fit. Unlined. *Sizes* 3,4,5,6,6x. *State size.* *Shipping wt.* 8 ounces. 29 D 4801—Tan. . . \$2.69 29 D 4802—Red. . . 2.69



SWEATERS THEY'LL NEED till it's sun-tan time . . sizes 3 to 8

98c

COTTON COAT SWEATER. Softly fleeced inside for extra warmth, two roomy patch pockets. Hand wash separately. *Sizes* 3,4,6. *State size.* *Shpg. wt.* 8 oz. 29D3602—Bright red 29D3603—Med. blue Each. 98c

\$1.29 Pull-over

WARM ALL WOOL. Wash separately. *State size* 3,4,6,8. *Short Sleeve Pullover.* *Shipping weight* 8 ounces 29D3631M—Bright green. \$1.29 29D3634M—Bright red. . . 1.29

\$1.59 Cardigan

Long Sleeve Cardigan. *Shipping weight* 8 ounces 29D3635M—Bright green. \$1.59 29D3636M—Bright red. . . 1.59

\$1.98

HAND-KNIT cable effect all wool worsted cardigan. Ribbed neck, cuffs, bottom. Hand wash separately. *Sizes* 3,4,6,8. *State size.* *Shpg. wt.* 6 oz. 29D3617—Bright red 29D3618—Bright blue Each. \$1.98

WASHABLE COTTON

Skirts . . sizes 3 to 6x

[A] SOLID COLOR piping on self ruffle and shirred elastic waist. Washable 80-sq. percale. *Sizes* 3,4,5,6,6x. *State size.* *Shipping weight* 8 oz. for 2. 29 D 4130—Multi-color print on white. 2 for \$1.19

[B] 80-sq. percale. Rickrack on contrasting ruffle. Button front. Elastic shirred back. Suspenders. Washable. *Sizes* 3,4,5,6,6x. *State size.* *Shipping weight* 6 ounces. 29 D 4105—Copen blue. . . \$1.69 29 D 4106—Maize (Yellow) 1.69 29 D 4107—Pink. 1.69



2 for \$1.19

[B] \$1.69

SIZE CHART, Sizes 3 to 6X for Skirts, Blouses, Sweaters

Order size.	2	3	4	5	6	6X	8
If chest is.	21	22	23	24	25	25½	27 in.
Skirt length.	11	12	13	14	15	15	in.



[D] \$1.66

[E] \$1.44

WASHABLE COTTON BLOUSES

[C] COMBINATION BLOUSE AND SLIP. Sturdy quality cotton broadcloth, ruffle collar, front, hemline. Embroidered, pleated button-front to waist. Washable. *State size* 2,3,4,5,6,6x. 29 D 4660—White. *Shpg. wt.* 6 oz. \$1.84

[D] SHEER COTTON. Lace edged ruffles at shoulders and sleeves. Drawstring neck. Washable. *Sizes* 3,4,5,6,6x. *State size.* *Shipping wt.* 4 oz. 29D4613—White Each. \$1.66

[E] COTTON BROADCLOTH. Ruffled neck. Blue embroidery and stitched-on birds on front. Button back. Washable. *State size* 3,4,5,6,6x. *Shpg. wt.* 4 oz. 29D4614—White \$1.44

BARGAIN SPECIAL

Our lowest priced blouse **\$1.00**

Similar quality was \$1.24 last fall. Washable cotton broadcloth. Peter Pan collar with eyelet ruffle edging. Button front. Shirred yoke front. *State size* 3,4,5,6,6x. *Shpg. wt.* 4 oz. 29D4615—White \$1.00

SIZES
3 to 6x



\$3.98

All-Wool Cape

ALL-WOOL FLANNEL cape enhanced by dainty bird and floral sprig embroidery on the collar and arm slits. Gold color metal button and link closing at the neck. Unlined. Simply tailored style. Dry clean. Sizes 3, 4, 5, 6, 6x. Size chart, page 6. State size. Shpg. wt. 15 oz.
29 D 4049—Navy \$3.98
29 D 4050—Red . . 3.98



\$6.98



\$5.98

ALL WOOL DOUBLE-BREASTED

Princess styled Coats for girls
.. fully lined with rayon



Girls' Honeysuckle Coats of
FINE ALL WOOL FABRICS **\$7.98** each

ALL WOOL COVERT in a gracefully styled coat with flared-back, yoke front. Rayon lined. Sizes 3, 4, 5, 6, 6x. See size chart on page 6. Please state size. Shipping wt. 1 lb. 12 oz.
29 D 2165—Aqua blue
29 D 2166—Coral rose
29 D 2167—Gray
Each \$7.98

SINGLE-BREASTED COAT in all wool domestic Shetland-type coating. Swing back. Rayon lined. Sizes 3, 4, 5, 6, 6x. Size chart, page 6. State size. Shpg. wt. 1 lb. 14 oz.
29 D 2168—Bright red
29 D 2169—Light blue
29 D 2170—Bright green
Each \$7.98

PLAID RAYON tie and trim on all wool. Unpressed back pleats for fullness. Rayon lined. Sizes 3, 4, 5, 6, 6x. Size chart, page 6. State size. Shpg. wt. 1 lb. 14 oz.
29 D 2171—Navy blue
29 D 2172—Bright red
29 D 2173—Bright green
Each \$7.98



BARGAIN SPECIAL
Part Wool Coat . . only **\$4.48**

50% reused wool, 20% rayon, 30% cotton . . a good quality coat you buy with confidence with Sears money-back guarantee. Lace edged collar. Rayon lined. Sizes 3, 4, 5, 6, 6x. See size chart on page 6. State size. Shpg. wt. 1 lb. 9 oz.
29 D 2157—Navy blue . . \$4.48
29 D 2158—Dusty rose . . 4.48
29 D 2159—Light blue . . . 4.48

All Wool Donegal

A A fine coating flecked with color . . double-breasted princess coat with curved raised seams. Rayon lined. Sizes 3, 4, 5, 6, 6x. Size chart on page 6. State size. Shpg. wt. 1 lb. 10 oz.
29 D 2164—Color-flecked tweed \$6.98

All Wool Covert

B Four-gored yoke back and front for smart fullness . . outlined with raised stitching. Button-trimmed simulated cuffs. Rayon lined. Sizes 3, 4, 5, 6, 6x. Size chart on page 6. State size. Shipping wt. 1 lb. 14 oz.
29 D 2174—Bright green . \$8.98
29 D 2175—Bright red . . 8.98

All Wool Covert

C We've worked wonders to bring you unusually high quality at this price. See that yoked swing back . . notice the 3 unpressed pleats. The double collar has a detachable over-collar of white cotton pique. Turned back cuffs. Button trimmed shoulder detail. Rayon lined. Sizes 3, 4, 5, 6, 6x. See size chart on page 6. Please state size. Shpg. wt. 2 lbs. 2 oz.
29 D 2176—Navy blue \$10.98
29 D 2177—Bright red . 10.98



A **\$6.98**
All Wool Donegal Tweed



B **\$8.98**
All Wool Covert



C **\$10.98**
Sears Finest Coat in All Wool Covert

Easy Terms are Available . . see inside back cover

**SIZES
1 TO 4**

Honeysuckle GIRLS' COAT OF ALL WOOL COVERT

... the perfect spring
fabric ... beautifully
made up in Sears fin-
est quality coat set

\$8.48 Coat and
Bonnet

Look at the lace edging on
the graceful cape collar.
That's *handmade* Irish-type
lace. The bonnet was de-
signed to match the coat.
Complete set rayon lined
throughout ... even to the
cape collar. Fresh water
pearl buttons. *Sizes 1, 2, 3,
4. Size chart, page 1178.
Please state size. Shipping
weight 1 lb. 11 oz.
29 D 7257—Green
29 D 7258—Light blue
Each 2-pc. set,\$8.48*



NEW SPRING STYLES ... Sears low prices ... in girls' Coat Sets

\$5.98 set

ALL WOOL FLANNEL coat has a smart shawl collar. Beret of matching flannel, rayon ribbon trim. Both fully lined with rayon. *Sizes 1, 2, 3, 4. See size chart on page 1178. Please state size. Shipping weight 1 pound 7 ounces.
29D7255—Dusty rose
29D7256—Aqua blue
Each 2-pc. set, ..\$5.98*

\$5.98 set

ALL WOOL CREPE. Detachable white cotton pique collar, trimmed with lace. Embroidery, cording trim. Matching bonnet. Set rayon lined. *Sizes 1, 2, 3, 4. See size chart, page 1178. State size. Shpg. wt. 1 lb. 7 oz.
29D7252—Navy blue
29D7253—Yellow
29D7254—Light blue
Each 2-pc. set, ..\$5.98*

\$4.98 set

SEARS lowest price for an all wool coat set. All wool flannel coat and flannel bonnet to match, both lined with rayon. Pretty embroidery and cording trim. *Sizes 1, 2, 3, 4. Size chart on page 1178. State size. Shpg. wt. 1 lb. 6 oz.
29 D 7264—Yellow
29 D 7265—Dusty rose
29 D 7266—Light blue
Each 2-pc. set, ...\$4.98*

\$3.98 set

PART WOOL FLANNEL is 50% reused wool, 20% rayon, 30% cotton. White cotton pique collar is detachable for washing. Coat and matching bonnet are both lined with rayon. *Sizes 1, 2, 3, 4. See size chart on page 1178. Please state your correct size. Shpg. wt. 1 lb. 10 oz.
29 D 7249—Navy blue
2-pc. set,\$3.98*



FINE MENSWEAR FABRICS AND STYLING combined in Spring Coat Sets for boys, 1 to 4

\$8.28 set

ALL WOOL COVERT fly-front coat. Convertible collar, 2 slash pockets, button-trimmed sleeves. Dropped hem; easy to lengthen. Eton cap to match. Rayon lined. *Sizes 1, 2, 3, 4. Size chart, page 1178. State size. Shpg. wt. 1 lb. 8 oz.
29 D 7260—Dark tan
29 D 7261—Med. blue
Each 2-pc. set, ..\$8.28*

\$7.98 set

ALL WOOL houndstooth check coat and matched Eton cap for boys. Double breasted style, cotton velveteen collar trim. Belted back. Complete set rayon lined throughout. Button-trimmed sleeves. *Sizes 1, 2, 3, 4; see size chart on page 1178. Please state size. Shipping weight 1 lb. 9 oz.
29 D 7226—Brown check
2-pc. set,\$7.98*

\$5.98 set

ALL WOOL FLANNEL double breasted coat for boys. White pearl-like buttons. Two slash pockets. Coat and matching wool flannel Eton cap both rayon lined. *Sizes 1, 2, 3, 4; size chart, page 1178. State size. Shipping weight 1 lb. 6 oz.
29D7244—Camel tan
29D7214—Copen blue
29D7215—Light navy
Each 2-pc. set, ..\$5.98*

\$5.98 set

HERRINGBONE TWEED, sturdy fabric of 46% new wool, 24% reprocessed wool, 30% rayon. Boys' double-breasted coat, matched Eton cap rayon lined. Belted back. Two flap pockets. *Sizes 1, 2, 3, 4; size chart page 1178. State size. Shpg. wt. 1 lb. 10 oz.
29 D 7213—Med. blue-gray
2-pc. set, ...\$5.98
29 D 7212—Medium brown
2-pc. set, ..\$5.98*

\$3.98 set

PART WOOL FLANNEL is 50% reused wool, 20% rayon, 30% cotton. Double-breasted coat trimmed with gold color metal emblem buttons, chevron sleeve insignia, 2 slash pockets. Eton cap to match. Both lined with rayon. *Sizes 1, 2, 3, 4. See size chart on page 1178. State size. Shpg. wt. 1 lb. 8 oz.
29 D 7259—Navy blue
2-pc. set,\$3.98*

BARGAIN SPECIAL
Girls' Coat
Sizes 1 to 4 **\$3.88**

The fabric is good quality part wool (55% new wool, 45% rayon). The style is a classic princess coat, with 2 slash pockets and contrasting buttons. The lining is rayon. And the low Sears price makes this a wonderful value. *Sizes 1, 2, 3, 4. See size chart on page 1178. State size. Shipping weight 1 lb. 4 oz.
29 D 7248—Dusty rose coat,\$3.88
29 D 7247—Yellow coat, 3.88
29 D 7246—Light blue coat, 3.88*

American Peoples Encyclopedia ... a new educational aid. See index.

**SIZES
1 to 3**



ONLY \$1.00 EACH
For these washable
Cotton Dresses

Cotton Pique

Cotton Pique

Cotton Poplin



MERCERIZED cotton broadcloth with nursery designs printed on with vat-dyes. White yoke with print ruffle. Tie-back sash. Washable. Sizes 1, 2, 3; size chart, page 1178. State size. Shpg. wt. 6 oz.
29 D 6319—Pink
29 D 6320—Blue
Each.....\$1.00

CRISP cotton pique in bolero-style dress. Button-front blouse effect in cotton broadcloth. Lace-edged "bolero". Tie-back sash. Washable. Sizes 1, 2, 3; size chart, page 1178. State size. Shpg. wt. 6 oz.
29 D 6321—Yellow
29 D 6322—Light blue
Each.....\$1.00

Measure to be sure. Measure your little girl each time you order her clothes from Sears. See measuring instructions on page 1178. Body measurements—not age—determine her size.

SUNSHINE FASHIONS AT SEARS LOW PRICES

\$1.09

RUFFLED sundress in cotton pique. White with gay plaid trim at bodice, shoulder straps, and full flared skirt. Tie-back sash. Washable. Sizes 1, 2, 3; see size chart on page 1178. Please state size. Shpg. wt. 6 oz.
29 D 6407—White with plaid trim.
Each.....\$1.09

\$1.09

RUMBA ruffled sunsuit in cotton pique. Embroidery, lace and ruffle trim. Elastic back for a neat fit. Shoulder straps button in back. Washable. State size 1, 2, 3; size chart, page 1178. Shpg. wt. 6 oz.
29 D 6571—Light blue
29 D 6572—Pink
Each.....\$1.09

\$1.98

OUR FINEST sunsuit of combed cotton poplin with ruffled eyelet trim. Vat-dyed... Sanforized, won't shrink over 1%. Washfast. Sizes 1, 2, 3; size chart, page 1178. Please state size. Shpg. wt. 4 oz.
29 D 6575—Yellow
29 D 6576—Light blue
Each.....\$1.98

PHILIPPINE HANDMADES

Hand embroidered dresses of combed cotton batiste **\$1.98 EACH**

COOL sun dress has embroidered scalloping at shoulders, embroidered bodice and skirt. Buttons to waist in back. Tie-back sash. Vat-dyed colors. Washfast. Sizes 1, 2, 3; size chart, page 1178. State size. Shpg. wt. 4 oz.
29 D 6408—Lt. blue
29 D 6409—Pink
29 D 6410—Yellow
Each.....\$1.98

DAINTY little dress, hand embroidered on collar, bodice, puff sleeves and 2 pockets. Buttons in back. Tie-back sash. 3-in. hem. Washfast. Sizes 1, 2, 3; size chart, page 1178. State size. Shpg. wt. 3 oz.
29 D 6323—Yellow
29 D 6324—Pink
29 D 6325—Lt. blue
Each.....\$1.98



BARGAIN SPECIAL
3 for \$2.79



Cotton Broadcloth



Sheer Organdy



Cotton Broadcloth

SEARS NEWEST HONEYSUCKLE \$1.98 EACH

Dress fashions for little girls . . at

SEE WHAT YOU GET at less than 90c for each dress. Striped red dress . . yellow dress . . blue polka dot dress . . all for only \$2.79. All in good quality washable cotton. Rick-rack, embroidery and ruffle trims. Tie-back sashes. Sizes 1, 2, 3; size chart, page 1178. State size. Shpg. wt. of package 1 lb. 4 oz.
29 D 6318—Package of three dresses in one size.....\$2.79

American Peoples Encyclopedia . . a new educational aid. See index.

MERCERIZED cotton broadcloth . . with make-believe suspender trim. Dotted swiss yoke trimmed with lace, embroidery, 3-inch hem. Tie-back sash. Washable. Sizes 1, 2, 3; size chart, page 1178. Please state size. Shpg. wt. 6 oz.
29 D 6326—Lt. blue
29 D 6327—Pink
Each.....\$1.98

PERMANENT-FINISH organdy . . sheer, crisp and cool. Flock dots on sheer cotton bodice, contrasting with white organdy. Tie-back sash. 3-inch hem. Washable. Sizes 1, 2, 3; see size chart on page 1178. Please state size. Shpg. wt. 5 oz.
29 D 6328—White with red.....\$1.98
29 D 6329—White with blue.....\$1.98

IMPORTED FRENCH Val-type lace trim on fine cotton broadcloth. Vat-dyed, mercerized. Tiny tucks and buttons for extra charm. 3-inch hem. Tie-back sash. Washfast. Sizes 1, 2, 3; size chart, page 1178. State size. Shpg. wt. 6 oz.
29 D 6334—Aqua blue
29 D 6335—Pink
Each.....\$1.98



Sheer Cotton



Rayon Taffeta

OUR FINEST DRESSES for \$2.98 EACH

Sunday best

PERMANENT finish sheer organdy with vat-dyed woven dotted swiss. Val-type lace trim. Tie-back sash. Washable. Sizes 1, 2, 3; see size chart on page 1178. Please state size. Shipping weight 6 oz.
29 D 6336—Pink...\$2.98
29 D 6337—Lt. blue 2.98

HER FIRST party dress of rustling rayon taffeta. Embroidery. Val-type lace trim. Tie-back sash. Dry clean. State sizes 1, 2, 3; size chart, page 1178. Shpg. wt. 6 oz.
29 D 6338—Lavender\$2.98
29 D 6339—Lt. blue 2.98
29 D 6340—Yellow 2.98

Budget your needs . . . pay a little each month on Sears Easy Terms. See inside back cover for details.

PCMNAMG PAGE 15 . . CHILDREN'S WEAR

**SIZES
1 TO 4**

Washfast

KNIT MATCH-MATES
of combed, mercerized, 2-ply
Durane cotton yarns
REG. U.S. PAT. OFF.

We've added NEW boxer styles . . NEW blazer stripes . . to our famous family of Honeysuckle Match-Mates . . all made especially for Sears

- Buy the complete color-matched wardrobe. Have plenty of change-abouts for boy or girl
- Each of the 9 garments comes in all 5 colors: red, light blue, copen blue, pink and yellow
- Improved dyes are washfast, won't fade or stain . . safe to wash even with white clothes
- Fine gauge knit. Full cut sizes for free action. Designed to hold their shape after washing

F
98c
Striped
Polo Shirt

G
98c
Solid Color
Polo Shirt



A
Elastic Waist
Boxer Longie \$1.59

HONEYSUCKLE
THE RIGHT WAY
TO SAY
TOTS' WEAR



B
Elastic waist
Boxer Shorts 98c



C
Suspender
Overalls \$1.79



D
Suspender
Skirt \$1.29



E
Coat
Sweater \$1.49



ANKLETS TO MATCH
In Matching Stripes
or Solid Colors
3 pairs for 79c
6 pairs for \$1.55

Washfast

HONEYSUCKLE ANKLETS knit of mercerized cotton



OUR FINEST WASHFAST ANKLETS

3 pairs for 89c **6 pairs for \$1.75**



New low price for good quality washfast Anklets

3 pairs for 77c **6 pairs for \$1.51**



BARGAIN PRICED!

3 pairs for 57c
6 pairs for \$1.11



WASHFAST KNIT COTTON MATCHMATES

A NEW! Elastic waist boxer style longies... match all your favorite knitwear of *Durene** yarn. Front pocket. Washfast. Sizes 1, 2, 3, 4; see size chart, page 1178. *State size*. Shpg. wt. 6 oz.

29 D 6940M—Medium blue.....	\$1.59
29 D 6941M—Red.....	1.59
29 D 6942M—Yellow.....	1.59
29 D 6943M—Pink.....	1.59
29 D 6944M—Light blue.....	1.59

C OVERALLS. Non-slip straps. Elastic at waist. Double fabric bib. Patch pocket. Washfast, needs no ironing. Sizes 1, 2, 3, 4; size chart on page 1178. *State size*. Shipping weight 6 ounces.

29 D 6905M—Red.....	\$1.79
29 D 6906M—Medium blue.....	1.79
29 D 6907M—Yellow.....	1.79
29 D 6908M—Pink.....	1.79
29 D 6909M—Light blue.....	1.79

E SWEATER. Rib-knit crew neck. Two patch pockets. Button front. Long sleeve style with rib-knit cuffs. Washfast, needs no ironing. Sizes 1, 2, 3, 4; see size chart on page 1178. *Please state size*. Shipping weight 5 ounces.

29 D 6927M—Medium blue	29 D 6925M—Light blue	29 D 6926M—Red
29 D 6928M—Yellow	29 D 6929M—Pink	Each.....
\$1.49		

POLO SHIRTS. New blazer stripes... or rich solid colors. Rib-knitted crew necklines. Two-button shoulders... easy to slip on. Full cut sizes, strongly stitched. Washfast, needs no ironing. (Shorts and skirt not included.) Sizes 1, 2, 3, 4; size chart on page 1178. *State size*. Shipping weight 4 ounces.

F Striped, Short Sleeves

29 D 6731M—Pink.....	.98c
29 D 6732M—Medium blue.....	.98c
29 D 6733M—Red.....	.98c
29 D 6734M—Light Blue.....	.98c
29 D 6735M—Yellow.....	.98c

B NEW! Elastic waist boxer shorts. For girls or boys... match other garments of *Durene** yarn. Full cut. Washfast. Sizes 1, 2, 3, 4; size chart, page 1178. *State size*. Shpg. wt. 4 oz.

29 D 6947M—Yellow.....	.98c
29 D 6945M—Medium blue.....	.98c
29 D 6946M—Red.....	.98c
29 D 6948M—Pink.....	.98c
29 D 6949M—Light blue.....	.98c

D SKIRT. Non-slip straps. Elastic at waist. Double fabric bib. Box pleats in front. Washfast, needs no ironing. Sizes 1, 2, 3, 4; size chart on page 1178. *State size*. Shpg. wt. 4 oz.

29 D 6919M—Light blue.....	\$1.29
29 D 6915M—Yellow.....	1.29
29 D 6916M—Medium blue.....	1.29
29 D 6917M—Red.....	1.29
29 D 6918M—Pink.....	1.29

G Solid colors, Short Sleeves

29 D 6935M—Yellow.....	.98c
29 D 6936M—Medium blue.....	.98c
29 D 6937M—Red.....	.98c
29 D 6938M—Pink.....	.98c
29 D 6939M—Light blue.....	.98c

MATCHMATE ANKLETS knit of *Durene** cotton yarns, to-match garments described above. Hand transferred cuffs. Seamless feet. Rib knit cuffs. Neat picot edge. Washfast. Sizes 4, 4½, 5, 5½, 6, 6½. *State size, color*. Order 3 of one color of one size. Shpg. wt. 3 prs. 3 oz.

H SOLID COLORS Yellow, light blue, red, pink, medium blue.

29 D 5931M—3 pairs for.....	.79c
6 pairs for.....	\$1.55

J NEW STRIPES Yellow, light blue, red, pink, medium blue.

29 D 5951M—3 pairs for.....	.79c
6 pairs for.....	\$1.55

*Reg. U.S. Pat. Off.

WASHFAST KNIT COTTON ANKLETS FOR TOTS

K FANCY KNIT-IN CUFF design. Mercerized cotton. No-seam cuffs. Colors White, pink, lt. blue, yellow. Sizes 4, 4½, 5, 5½, 6, 6½. Order 3 of one color of one size. *State size and color*.

29 D 5912—Shipping wt. 3 prs. 3 oz.	
3 pairs for 89c	6 pairs for \$1.75

M NO-SEAM CUFFS specially designed to stay-up. Mercerized cotton. Colors White, pink, lt. blue, yellow. Sizes 4, 4½, 5, 5½, 6, 6½. Order 3 of one color of one size. *State size and color*.

29 D 5946—Shipping wt. 3 prs. 3 oz.	
3 pairs for 89c	6 pairs for \$1.75

P NYLON REINFORCED heels and toes on cotton crew socks. Colors White, pink, light blue, yellow, open blue, bright red. Sizes 5, 5½, 6, 6½, 7, 7½. Order 3 of one color of one size. *State size, color*. Shpg. wt. 3 prs. 3 oz.

29 D 5915—3 prs. for 89c; 6 prs. for \$1.75	
---	--

S BLAZER STRIPED anklets have elastic cuffs. Mercerized cotton. Colors Copen blue, bright red, yellow, aqua blue. Sizes 5½, 6, 6½, 7, 7½. *State size and color*. Order 3 of one color of one size. Shipping weight 3 prs. 3 oz.

29 D 5909—3 prs. for 77c; 6 prs. for \$1.51	
---	--

V OUR BARGAIN SPECIAL. Dyed washfast by the same improved process used in better anklets. Knit of mercerized cotton. Colors White, pink, light blue, yellow. Sizes 4, 4½, 5, 5½, 6, 6½. Order 3 of one color of one size. *State size and color when ordering*.

29 D 5928—Shipping weight for 3 pairs 3 ounces... 3 pairs for 57c 6 pairs for \$1.11

MEASURE TO BE SURE

Measure for Socks: Place ruler against sole. Measure from heel to tip of toe. See size chart below for size to order.

Order size....	4	4½	5	5½	6	6½	7	7½
For foot length 3½	4	4½	5	5½	6	6½	7	in.

NOW! Children's Anklets SANITIZED

to discourage the growth of germs

Patented process makes anklets 3 prs. unhealthy for germs... healthier 79c for your child's little feet

Knit of fine, selected mercerized cotton yarns, bleached white. Hand transferred cuff construction. Sanitizing withstands several washings. Washfast. Sizes 3½, 4, 4½, 5, 5½. *State size*. Order 3 of one size. Shpg. wt. 3 prs. 3 oz.

29 D 5950—3 prs. for 79c	6 prs. for \$1.55
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WESTERN STYLE Cowboy Suits

for Sister and Brother

AA Red trim on navy and gray denim. Copper rivets, buttons. Bolero jacket. Elastic top slacks have chaps, 2 pockets, fly-front. (Shirt and guns not included.) Wash separately. Sizes 1, 2, 3, 4; size chart, page 1178. *State size*. Shpg. wt. 10 oz.

29 D 6877—2-pc. suit in gray and navy.....	\$1.89
--	--------

BB TEXAS-MADE. Embroidered 2-tone shirt of Sanforized, cotton broadcloth. Two pockets. Double-needle sewn. Sanforized, cotton covert pants have button fly, 2 front pockets. 1 back pocket, belt loops. Metal chain. (Belt not included.) Washable. Sizes 2, 3, 4; size chart, page 1178. *State size*. Shpg. wt. 10 oz.

29 D 6821—Red shirt, blue pants.....	2-pc. suit \$3.98
29 D 6822—Green shirt, green pants.....	2-pc. suit \$3.98



LITTLE BOYS' 2-PIECE WASH SUITS

\$1.00 Suit

BOXER SHIRTS of woven multicolor plaid gingham. The white cotton broadcloth shirt is plaid trimmed. Shorts have elastic top, back pocket. Washable. Sizes 1, 2, 3, 4; see size chart on page 1178. *State size*. Shipping wt. 8 oz.

29 D 6728—Suit.....	\$1.00
---------------------	--------

\$1.79 Suit

PRINTED COTTON broadcloth shirt, solid color cotton poplin elastic waist shorts. Sanforized. Washfast. Sizes 1, 2, 3, 4; see size chart on page 1178. *State size*. Shpg. wt. 8 oz.

29 D 6774—Tan; brown	
29 D 6799—Red; navy blue	
Each.....	\$1.79

\$1.98 Suit

SANFORIZED COTTON poplin. White shirt with "western" design. Button-on pants. Washfast. Sizes 1, 2, 3, 4; size chart, page 1178. *State size*. Shpg. wt. 8 oz.

29 D 6737—White; blue	
29 D 6738—White; green	
Each 2-pc. suit.....	\$1.98

Sanforized fabrics are guaranteed not to shrink more than 1%



SEARS WARM SWEATERS FOR TOTS, SIZES 1 TO 3

94c

COTTON coat sweater, softly fleeced inside. Crew neck. Attractive designs on front. Hand wash separately. Sizes 1, 2, 3; see size chart on page 1178. *Please be sure to state size*. Shipping weight 6 oz.

29 D 7719—Copen blue.	94c
29 D 7718—Bright red.	94c
29 D 7720—Yellow.....	94c

\$1.98

100% VIRGIN WOOL. Hand-embroidered. Fancy knit-in design, rib-knit neck, cuffs, and bottom. Pearl buttons. Hand wash. Sizes 1, 2, 3; see size chart on page 1178. *Please be sure to state size*. Shipping weight 5 ounces.

29 D 7779—Lt. blue.....	\$1.98
29 D 7780—Pink.....	1.98

\$1.98

100% VIRGIN WOOL. Hand-embroidered ships on front; fancy knit-in design. Rib-knit neck, cuffs, bottom. Pearl buttons. Hand wash. Sizes 1, 2, 3; size chart, page 1178. *State size*. Shpg. wt. 5 oz.

29 D 7781—Copen blue	
29 D 7782—Red.Ea.	\$1.98

For Easy Terms, see inside back cover

PG AMG2 PAGE 17... TOTS' WEAR

**SIZES
1 to 4**



HONEYSUCKLE PLAYCLOTHES of

Famous Cotton SEARSCORD

OUR OWN TRADE MARK

Made to Sears specifications for full cut sizes
... for super-strong seams ... for girls and boys

• WOVEN STRIPES • IT'S COOL • IT'S WASHFAST • IT'S STURDY

\$1.88

LITTLE BOYS' Eton suit in woven stripe cotton SEARSCORD. Long sleeve jacket has pearl-like buttons, patch pockets. Fly front boxer shorts with 2 pockets. Double sewn seams. Vat-dyed. Washfast. *Sizes 1, 2, 3, 4.* Size chart, opposite page. *State size.* Shpg. wt. 7 oz. 29 D 6741—Brown Each \$1.88

98c

OVERALLS for boys and girls of woven stripe cotton SEARSCORD. Adjustable buckle suspenders, Gripper fasteners at sides. Double fabric bib-top. Vat-dyed. Washfast. (Polo shirt sold below.) *Sizes 1, 2, 3, 4.* Size chart, opposite page. *Please state size.* Shipping weight 6 ounces. 29 D 6743—Red.. 98c 29 D 6744—Blue.. 98c

88c

SHORTS for boys or girls of woven stripe cotton SEARSCORD. Buttons at sides. Buttoned suspenders. Two pockets. Double fabric bib-top. Double sewn seams. Vat-dyed. Washfast. *Sizes 1, 2, 3, 4.* See size chart on opposite page. *Please state size.* Shpg. weight 5 ounces. 29 D 6745—Red.. 88c 29 D 6746—Blue.. 88c

68c

Boxer shorts of woven stripe cotton SEARSCORD. Wide elastic band all around waist. Fly front, 2 pockets. Double sewn seams. Vat-dyed. Washfast. (Polo shirt sold below.) *Sizes 1, 2, 3, 4.* Size chart, opposite page. *Please state size.* Shipping weight 4 ounces. 29 D 6747—Green 68c 29 D 6748—Brown 68c 29 D 6749—Blue.. 68c



Cotton Crepe

89c Overalls

Sturdy striped cotton crinkle crepe in roomy overalls for girls or boys. Buttoned suspenders. One patch pocket. Easy to wash; need not be ironed. Washable. *Sizes 1, 2, 3, 4.* See size chart on opposite page. *Please state size.* Shipping weight 5 oz. 29 D 6827—Red 29 D 6826—Blue Each 89c

Sears Honeysuckle Corduroys

\$1.98 Overalls

OVERALLS of fine pinwale corduroy. Embroidered design on double fabric bib-front. Adjustable suspenders. One patch pocket. Hand wash separately. *Sizes 1, 2, 3, 4.* See size chart on opposite page. *Please state correct size.* Shipping weight 8 ounces. 29 D 6804—Copen blue 29 D 6800—Bright red Each \$1.98

\$4.98 Set

JACKET and overall of pinwale corduroy. Zip jacket has two pockets, elastic at sides... cotton lining. Overalls have double bib, adjustable suspenders. Hand wash separately. *Sizes 1, 2, 3, 4.* Size chart, opposite page. *State size.* Shpg. wt. 1 lb. 1 oz. 29 D 6813—Bright red 29 D 6814—Copen blue Each set \$4.98



**BARGAIN
SPECIAL**

63c Each
IN LOTS OF THREE
3 for \$1.89

I-PIECE PLAYSUIT

woven chambray

Have plenty of changes at Sears low price. Slips on and off in a jiffy. Buttons at each shoulder. Breast pocket, red trim. Good quality cotton chambray. Washable. *Sizes 1, 2, 3, 4.* Order three of one size. See size chart on opposite page. *Please state size.* Shipping weight 1 lb. for three. 29 D 6885—Medium blue Package of 3 for \$1.89



BOXER SHORTS with elastic waists

Package of 2 shorts for **\$1.19**

89c

COLORFUL PRINTS on good quality Sanforized cotton... won't shrink more than 1%. Vat-dyed. Double needle stitched at points of strain. Make-believe pocket. Washfast. You get one blue print and one yellow print... order two of one size. *Sizes 1, 2, 3, 4.* Size chart, opposite page. *State size.* Shpg. wt. 7 oz. for two. 29 D 6740—Package of 2 for \$1.19

GAY MEXICAN screen print on Sanforized mercerized cotton poplin that won't shrink more than 1%. Vat-dyed. Washfast. *Sizes 1, 2, 3, 4.* Size chart on opposite page. *Please state size.* Shipping wt. 5 oz. 29 D 6739—Light Tan Each 89c

POLO SHIRTS knit of combed cotton

Classic short sleeved polo shirts with 2-button shoulders, rib-knit crew necks. Wash separately. *Sizes 1, 2, 3, 4.* See size chart on opposite page. *Measure to be sure; please state correct size.*

A FANCY STRIPES. Shipping weight 7 oz. for two. 29 D 6864M—Red stripes 29 D 6865M—Blue stripes 2 for \$1.19

B SOLID COLORS. Shipping weight 7 oz. for two. 29 D 6833M—White 29 D 6834M—Medium blue 2 for \$1.19

C HAND SCREENED DESIGN. Shipping weight each 4 oz. 29 D 6840—White 94c 29 D 6841—Yellow 94c

C 94c

D \$1.00

E \$1.00

SHIRTS for girls and boys

D WESTERN STYLE two-tone shirt of mercerized cotton poplin with multicolor embroidery. Long sleeves. One pocket. Wash separately. *Sizes 2, 3, 4.* Size chart, opposite page. *State size.* Shpg. wt. 5 oz. 29 D 6533—Light tan with bright red \$1.00 29 D 6534—Light blue with medium blue 1.00

E WOVEN CHECKED GINGHAM; Sanforized... won't shrink more than 1%. Vat-dyed, washfast. Short sleeves. Double needle sewn. *State size 1, 2, 3, 4.* See size chart on opposite page. Shipping weight 4 ounces. 29 D 6535—Multicolor check \$1.00

F COTTON BROADCLOTH, Sanforized and mercerized. Notched collar, one pocket. Double-stitched seams. Short sleeves. Washable. *Please state size 2, 3, 4.* See size chart on opposite page. Shpg. wt. 4 oz. 29 D 6525—White 89c



Zipper Front

\$1.88

These cotton gabardine overalls go on without a struggle. Zipper opens all the way from bib-top to crotch. Adjustable suspenders; elastic back. Trouser cuffs. 2 pockets. Washable. (Shirt sold opposite page.) *State size 1, 2, 3, 4. Shpg. wt. 9 oz.*
29 D 6850—Medium blue...\$1.88
29 D 6851—Gray... 1.88

Jodhpurs

\$1.98

Sanforized cotton twill, won't shrink more than 1%. Fly front, belt loops. 2 pockets, elastic foot straps. Elastic back. Double needle sewn. (Shirt sold opposite page.) Washable. *Sizes 1, 2, 3, 4. Please state size. Shipping weight 9 ounces.*
29 D 6990—Bright red
29 D 6991—Med. blue
Each...\$1.98

Denim Longies

98c

Boxer style longies with fly front and elastic all around the waist. Two roomy pockets. Good quality cotton denim. Seams double stitched for extra long wear. Wash separately. (Polo shirt sold on opposite page.) *Sizes 1, 2, 3, 4. Please state size. Shipping weight ea. 7 oz.*
29 D 6835—Navy blue
Each...98c; 2 for \$1.92

BLUE DENIMS . . Sanforized

. . metal rivets . . double needle stitched . . yoke backs



\$1.98 Dungarees

Western-style two-tone Sanforized denim dungarees have detachable suspenders. Zipper side gusset, back pocket, 2 fancy front pockets, fancy trim on legs. Wash separately. (Shirt not included.) *Sizes 1, 2, 3, 4. State size. Shpg. wt. 9 oz.*
29 D 6852—Navy blue
Each...\$1.98



\$1.29 Dungarees

DUNGAREES of Sanforized denim, won't shrink over 1%. Detachable suspenders. 3 pockets. Buttoned side. Wash separately. *Sizes 1, 2, 3, 4. State size. Shpg. wt. 8 oz.*
29 D 6844—Navy blue...\$1.29
2 for... 2.54
SHIRT. Woven multicolor plaid gingham. Sanforized, won't shrink over 1%. Pocket. Wash separately. *Sizes 1, 2, 3, 4. State size. Shpg. wt. 5 oz.*
29 D 6508...\$1.00



\$1.29 Dungarees

Fly-front dungarees of Sanforized blue denim. 2 front pockets, adjustable button-on suspenders, 1 back pocket. Belt loops. Metal button at waistband. Zipper fly. (Shirt sold opposite page, belt not included.) Wash separately. *Sizes 1, 2, 3, 4. State size. Shpg. wt. each 10 oz.*
29 D 6817—Navy blue
Each \$1.29...2 for \$2.54

Measure to be sure

SIZE CHART FOR SIZES 1 TO 4

Order sizes:	1	2	3	4
If height is.....	29½-31	31½-34	34½-37	37½-40 in.
If chest is.....	20	21	22	23 in.
If weight is.....	22½-25	25½-29	29½-34	34½-38 lbs.



Sun Suit

98c

Striped cotton crinkle crepe sun suit with double fabric bib-top of cotton poplin. Embroidered design on front. Suspenders button in front. Elastic back. Washfast. Needs no ironing. *Sizes 1, 2, 3, 4. Please state size. Shipping weight 4 oz.*
29 D 6577—Red...98c
29 D 6578—Blue...98c
29 D 6579—Green...98c



2-pc. Cabana Sets with boxer shorts

98c set

Cotton poplin in colorful print. Short sleeve shirt has notched collar, patch pocket. Matching boxer shorts have wide elastic at waist. Washable. *Sizes 1, 2, 3, 4. State size. Shpg. wt. set 6 oz.*
29 D 6750—Blue print
2-pc. set...98c
29 D 6751—Yellow print...2-pc. set 98c



\$1.89 set

Woven checked gingham shirt has front and back yoke of solid color to match cotton poplin, elasticized. Sanforized, won't shrink over 1%. Shirt, shorts each has pocket. Washfast. *Sizes 1, 2, 3, 4. Please state size. Shipping weight, set 8 oz.*
29 D 6761—Green
29 D 6762—Brown
Each 2-piece set...\$1.89

HONEYSUCKLE
THE RIGHT WAY
TO SAY
TOTS' WEAR



WASHABLE COTTON PLAYSUITS for little boys and girls

\$1.09

Boys' one-piece playsuit of washable chambray. Buttons down the front. Bright red buttons, trim and stitching. Double sewn seams for strength. Drop seat. *Sizes 1, 2, 3, 4. Please state size. Shpg. wt. 6 oz.*
29 D 6853—Medium blue
Each...\$1.09



\$1.29

Girls' all-in-one playsuit in washable checked cotton percale. Embroidered design. White trim. Button-back, drop seat. Tie-backsash. *State size 1, 2, 3.*
29 D 6824—Bright red
29 D 6825—Medium blue
Wt. 6 oz. Each...\$1.29



\$1.39

3-piece playsuit includes two pairs of pants. Medium blue cotton chambray with red trim. Blouse buttons down back. Button-on pants. Double needle sewn. Washable. *Sizes 1, 2, 3. Please state size. Shipping weight 10 ounces.*
29 D 6869—3-pc. set...\$1.39

SIZES
6 TO 18 MOS.

NEW! Knit cotton Creeper
with waterproof plastic
lining from the waist down

Now..no separate waterproof
panty required over diaper
or training panty

.\$1.29 each **2 for \$2.50**

Knit of good quality cotton
with elastic at sides for neat
fit. Snap button crotch for
quick changing. Strong, wa-
terproof plastic film lines
creeper from the waist to leg
openings. Two-button should-
er. Hand wash. *Sizes* 6
mos., 12 mos., 18 mos. *State*
size. Shpg. wt. each 5 oz.
29 D 6694M—Light blue. \$1.29
29 D 6695M—Yellow. 1.29
2 for..... 2.50



← Inside-out view
shows waterproof
plastic lining
from waist down



BARGAIN
SPECIAL
2 for \$1.19

COMFORTABLE CREEPERS .. cut roomy for diapers or training pants

98c Cotton

COTTON broadcloth.
Rickrack, embroi-
dery. All-around belt,
button crotch. Wash-
able. *Sizes* 6 mos., 12
mos., 18 mos. *State*
size. Shpg. wt. 5 oz.
29 D 6647—Light blue
29 D 6648—Yellow
29 D 6649—White
Each..... 98c

89c Knit cotton

KNIT COTTON with
elastic at waist. Snap-
button crotch. Wash
separately. *Sizes* 6
mos., 12 mos., 18 mos.
Please state size. Shpg.
wt. 5 oz.
29 D 6683M—Lt. blue
29 D 6684M—Yellow
29 D 6685M—White
Each 89c; 2 for \$1.73

\$2.59 Nylon

KNIT of spun virgin
nylon. Easy to wash.
quick to dry. Snap
crotch, elastic waist.
Washable. *Sizes* 6
mos., 12 mos., 18
mos. *Please state size*.
Shipping weight 4 oz.
29 D 6696—Light blue
29 D 6697—Yellow
Each..... \$2.59

COTTON PERCALE
creepers. Rickrack
and embroidery trim.
All-around belt, but-
ton crotches. Wash-
able. *State sizes* 6 mos.,
12 mos., 18 mos. Order
2 of one size. Shpg.
wt. 8 oz. for two.
29 D 6646—Package
of 2 creepers, one a
red check, one a solid
blue..... \$1.19

Washable
Cotton Percale
PLAYSUIT

includes 2 pairs
of button-on pants

\$1.39 3-pc. set

Tiny checked print on good
quality cotton percale. Blouse
buttons down back, has rick-
rack trim at Peter Pan collar
and at front. Pants button
to blouse. *Sizes* 6 mos., 12
mos., 18 mos. *Please state*
size. Shipping weight 7 oz.
29 D 6630—Red check. \$1.39
29 D 6631—Blue check. 1.39

For Sears Easy Terms
see inside back cover.



The Original
"CRAWLER"

in pinwale corduroy

\$1.98

[A] Famous for the special de-
sign .. with non-skid lad-
derback adjustable suspen-
ders and roomy side gussets.
The bib top is cotton lined.
Embroidered nursery figure
on front. Hand wash sepa-
rately. *Sizes* 6 mos., 12 mos., 18
mos. *State size*. Shpg. wt. 7 oz.
29 D 6642—Light blue. \$1.98
29 D 6641—Bright red. 1.98

"Kwikall"
CREEP-ALONG

in cotton twill

\$1.49

[B] "Kwikall" opens at crotch,
drop seat with dot snap-
pers. Cotton twill. Embroi-
dered double fabric top. Wash-
able. *Sizes* 6 mos., 12 mos.,
18 mos. *State size*. Shipping
weight 6 ounces.
29 D 6645—Medium blue. \$1.49

MEASURE TO BE SURE
SIZE CHART FOR SIZES
6 TO 18 MONTHS

Order size:.....	6 mos.	12 mos.	18 mos.
If chest is.....	18	19	20 in.
If height is.....	24 1/2 - 26 1/2	27-29	29 1/2 - 31 1/2 in.
Dress length is.....	14	15	16 in.
Coat length is.....	14 1/2	15 1/2	16 1/2 in.



POLO SHIRTS knit of combed cotton, 6 mos. to 18 mos.

94c

ANIMAL PRINT, hand colored
on polo shirt of combed cot-
ton. 2-button shoulder. Hand
wash separately. *Sizes* 6 mos.,
12 mos., 18 mos. *State size*.
Shipping weight 4 oz.
29 D 6692—White..... 94c
29 D 6693—Blue..... 94c

2 for \$1.19

STRIPED POLO SHIRT. 2-button
shoulder. Hand wash separately.
Sizes 6 mos., 12 mos., 18 mos.
State size. Shipping weight
7 oz. for two.
29 D 6677—Blue
29 D 6678—Yellow
2 for..... \$1.19

2 for \$1.19

SOLID COLOR POLO SHIRT.
Short sleeves. 2-button shoul-
der. Hand wash separately.
State size 6 mos., 12 mos., 18
mos. Shpg. wt. 7 oz. for two.
29 D 6679—Yellow
29 D 6680—Light blue
2 for..... \$1.19



HATS for little boys

79c

Boys' cotton pique
hat. Cotton lined.
Washable. *Sizes* 12,
13, 14, 15 in. *Please*
state size. Shipping
weight 3 ounces.
29 D 7507—Light blue
29 D 7508—White
Each..... 79c

79c

Boys' cotton pique
Eton cap. Elastic
back; cotton lined.
Washable. *Sizes* 13,
14, 15 in. *State size*.
Shpg. wt. 3 oz.
29 D 7502—Light blue
29 D 7503—White
Each..... 79c

BONNETS for little girls

\$1.29

POKE BONNET of em-
broidered dotted
Swiss. Cotton lined.
Hand wash. *State size*
12, 13, 14, 15 in. Shpg.
wt. 3 oz.
29 D 7617—White; pink
29 D 7618—White; blue
Each..... \$1.29

\$1.29

COTTON pique scal-
loped brim poke bon-
net. Eyelet embroi-
dery. Cotton lined.
Hand wash. *Sizes* 12,
13, 14, 15 in. *State*
size. Shpg. wt. 3 oz.
29 D 7500—Pink.. \$1.29
29 D 7501—Blue.. 1.29

SIZES
6 to 18 mos.

**RAYON CREPE
DRESS-UP
COAT and HAT**

.. embroidered
.. appliqued
.. lace trimmed

Was \$5.98

\$4.98
Set

The coat has rounded shoulder yoke, front and back. Matching bonnet trimmed with lace and ribbons. . . has elastic in back. Entire set of rayon crepe, self lined with rayon crepe. *Sizes* 6 mos.; 12 mos.; 18 mos.; size chart, opposite page. *State size*. Shpg. wt. 1 lb. 29 D 7087-Pink 29 D 7086-Lt. blue Each set.....\$4.98



Cotton PIQUE

Girls' coat has rounded yoke, front and back. Hand embroidered. Matching bonnet. Washable. Cotton batiste lined. *Sizes* 6 mos.; 12 mos.; 18 mos.; size chart, opposite page. *State size*. Shpg. wt. 1 lb. 29 D 7007-Pink 29 D 7008-Light blue 2-pc. set.....\$3.98

PINWALE CORDUROY

Boys' double-breasted coat of good quality pinwale corduroy with matching cap. Cotton lined. Hand wash separately. *Sizes* 6 mos.; 12 mos.; 18 mos.; see size chart, opposite page. *State size*. Shipping weight 1 lb. 3 oz. 29 D 7073-Light blue 2-pc. set.....\$4.98

ALL WOOL FLANNEL

Girls' pinwale corduroy coat, hand embroidered. Cotton lined. Matching bonnet. Hand wash separately. *Sizes* 6 mos.; 12 mos.; 18 mos.; see size chart, opposite page. *State size*. Shpg. wt. 1 lb. 3 oz. 29 D 7009-Pink 29 D 7010-Light blue 2-pc. set.....\$4.98

Boys' all wool flannel double-breasted coat has flap pockets. Eton cap to match. Both lined with rayon. *Sizes* 6 mos.; 12 mos.; 18 mos.; size chart, opposite page. *State size*. Shipping wt. 1 lb. 3 oz. 29 D 7060-Med. blue 2-pc. set.....\$4.98

Girls' all wool flannel coat, hand embroidered. Rayon lined. Flannel bonnet to match. *Sizes* 6 mos.; 12 mos.; 18 mos.; size chart, opposite page. *State size*. Shipping wt. 1 lb. 3 oz. 29 D 7011-Pink 29 D 7012-Blue 2-pc. set.....\$4.98



SWEET LITTLE COTTON DRESSES for sizes 6 to 18 Mos.

98c

Dainty sheer dimity is spiced with embroidered ruffle at neckline. . . matching embroidery at yoke. Skirt ruffled at bottom. Tie-back sash. Hand wash separately. *Sizes* 6, 12, 18 mos.; see size chart, opposite page. *State size*. Shpg. wt. 4 oz. 29 D 6084-Light blue 29 D 6085-Yellow Each.....98c

\$1.59

Dress and Panty set

Knit cotton dress has 2-button shoulder, elastic shirred sides. Embroidered motif. Matching panty with elastic all around top. Wash separately. *Sizes* 6 mos.; 12 mos.; 18 mos.; size chart, opposite page. *State size*. Shpg. wt. 5 oz. 29 D 6009-Yellow \$1.59 29 D 6010-Pink \$1.59 29 D 6011-Lt. blue 1.59

\$1.59

Good quality mercerized cotton broadcloth. Vat-dyed for washfastness. Eyelet embroidered yoke and front panel. Pressed down pleats front and back. (Remove rayon velvet bow before washing). *Sizes* 6, 12, 18 mos.; size chart, opposite page. *State size*. Shpg. wt. 6 oz. 29 D 6086-Pink \$1.59 29 D 6087-Lt. blue 1.59

\$1.98

Crisp, cool dotted swiss. . . combed yarns. Embroidered smocking. Embroidered ruffling on collar and sleeves. Tie back sash. Hand wash. *Sizes* 6, 12, 18 mos.; size chart, opposite page. *State size*. Shipping weight 5 oz. 29 D 6079-Lt. blue \$1.98 29 D 6078-Yellow 1.98 29 D 6080-Pink 1.98

HONEYSUCKLE
THE RIGHT WAY
TO SAY
INFANTS' WEAR
AND ACCESSORIES

Little Boys' WASHFAST 2-piece SUITS

\$1.88

Now . . a Cabana set for the tiniest tot! Pin-stripe cotton crepe. Vat-dyed. Jacket trimmed with applique. Shorts have double fabric bib-top, elastic at back. Suspenders button in front. *Sizes* 6, 12, 18 mos.; size chart, opposite page. *State size*. Shpg. wt. 5 oz. 29 D 6688-Red stripe \$1.88 29 D 6689-Blue stripe 1.88

\$1.98

Sanforized cotton poplin won't shrink over 1%. Mercerized, vat-dyed washfast. Gripper fasteners across crotch. Embroidered design. *Sizes* 6, 12, 18 mos.; size chart, opposite page. *State size*. Shpg. wt. 6 oz. 29 D 6690-White shirt, yellow pants . . . suit \$1.98 29 D 6691-White shirt, blue pants . . . suit \$1.98

**Package of two
Cotton Dresses**

Sears low bargain price for little girls' dresses. You get the solid color dress in pink and the tiny check in blue. Both trimmed with embroidery and rickrack. Washable. *Sizes* 6, 12, 18 mos.; size chart, opp. page. Order two of one size. *State size*. Shpg. wt. 8 oz. 29 D 6083-Package of two dresses for.....\$1.19

BARGAIN SPECIAL
2 for \$1.19



**Package of two
Cotton SunSuits**

Every tiny tot needs plenty of sunsuits. You get the solid yellow suit and the pink print in good quality cotton. Shoulder straps button in back. Elastic back. Washable. *Sizes* 6, 12, 18 mos.; size chart, opposite page. Order two of one size. *State size*. Shpg. wt. 7 oz. 29 D 6264-Package of two sunsuits for...\$1.19

BARGAIN SPECIAL
2 for \$1.19



ALL PAGE 21 . . INFANTS' WEAR



A \$4.98
Cotton Filled

B \$5.98
Wool Filled

New low price
C \$1.98 Good Quality

D \$2.89
Better Quality

E \$3.49
Our Best

HONEYSUCKLE COMFORTER SETS

HONEYSUCKLE CHENILLE CRIB SPREADS



98c **F**

\$1.39 **G**

\$1.87 **H**

\$2.29 **J**

\$2.69 **K**

\$2.89 **L**

HONEYSUCKLE FULL SIZE COTTON CRIB BLANKETS in solid colors or woven-in nursery designs



HONEYSUCKLE
THE RIGHT WAY
TO SAY
INFANTS' WEAR
AND ACCESSORIES

Patented side-tucks
allow safe movement
in all directions

3 snaps in back... tucks
under mattress... ties to
crib with tapes

Cotton crepe

\$3.75

each
Flannelette
or Cotton Crepe

NOW! You "tuck-in" your baby only
once each night... with the patented
safety crib garment
sold only by Sears, Roebuck and Co.

Use alone or with added blankets. Baby can turn,
twist, or sit up. Invented by a mother for her own
baby. Size about 54 x 52 in. Fits standard crib.
Sanforized Flannelette Won't shrink over 1%.
Vat-dyed. Washfast. Needs no ironing.
Shipping weight 12 oz. Shpg. wt. 10 oz.
29 D 5623—Blue. \$3.75 29 D 5657—Blue. \$3.75
29 D 5637—Pink. 3.75 29 D 5699—Pink. 3.75



M All Wool
\$3.98 36x50 in.
\$4.98 42x60 in.

N Part Wool
\$2.94 36x50 in.
\$3.98 40x60 in.

ALL WOOL AND PART WOOL BLANKETS



P \$1.49

R \$1.94

S \$2.94

FAMOUS PEPPERELL COTTON CRIB BLANKETS



T 34c

V 53c

W 85c

X 47c

Y 57c

Z 89c

HONEYSUCKLE
Receiving Blankets

PEPPERELL
Receiving Blankets

Buy HONEYSUCKLE Bedding with confidence

Regardless of price . . . you know satisfaction is guaranteed . . . at Sears

Buy your Comforter Sets, Crib Spreads at Sears

A COTTON FILLED 2-piece comforter and pillow set. Covered with rayon satin . . . reversible . . . pink and blue. Comforter size about 34x46 in. Pillow about 12x16 inches. Shipping weight 3 lbs. 7 oz.
29 D 5339—2-pc. set. \$4.98

C GOOD QUALITY, full size cotton chenille crib spread. Multicolor floral pattern on white ground. Washable. No ironing. Size about 40x60 inches. Shipping wt. 1 pound 2 oz.
29 D 5316 \$1.98

D BETTER QUALITY cotton chenille spread has pink and blue lambs on white ground. Closer pinpoint tufting. Washable. No ironing. Size abt. 40x60 in. Shpg. wt. 1 lb. 4 oz.
29 D 5300 \$2.89

E OUR BEST SPREAD has a heavily tufted waffle pattern of cotton chenille overlaid with a gay clown design. Washable. No ironing. Shipping weight each 2 pounds 13 ounces.
29 D 5354—Blue. . . \$3.49
29 D 5355—Pink. . . 3.49

Buy your cotton or wool Crib Blankets at Sears

F OUR LOWEST PRICED crib blanket is made of good quality lightweight cotton. Stitched ends. Washable. Size about 36x50 in. Shipping weight ea. 12 oz.
29 D 5382M—Blue. . 98c
29 D 5383M—Pink. . 98c
3 for \$2.89

G HEAVIER WEIGHT low priced blanket of good quality cotton with neat, stitched edges on all sides. Assorted woven-in designs. Washable. Size about 36x50 in. Shpg. wt. 1 lb.
29 D 5307—Blue. \$1.39
29 D 5308—Pink. 1.39

H 3 INCHES OF RAYON SATIN binding all around this cotton crib blanket. Woven-in jacquard nursery design. Washable. Individually boxed. Size about 36x50 inches. Shipping weight 1 pound 9 ounces.
29 D 5343—Blue. . \$1.87
29 D 5344—Pink. . 1.87

J PURE WHITE rayon satin binding . . . with pink and blue woven-in design on white background. Individually boxed. Cotton; washable. Size about 36x50 in. Shipping weight 1 pound 11 oz.
29 D 5317 \$2.29

K SOLID COLOR cotton blanket . . extra wide rayon satin binding. Washable. Boxed. Size abt. 36x50 in. Shipping wt. 1 pound 9 ounces.
29 D 5366—Blue. . \$2.69
29 D 5367—Pink. . 2.69
29 D 5368—White. 2.69
29 D 5387—Yellow 2.69

L OUR FINEST cotton crib blanket . . double woven for extra warmth. 5-inch rayon satin binding. Assorted woven-in jacquard designs. Boxed. Washable. Size about 36x50 in. Shpg. wt. 1 lb. 13 oz.
29 D 5311—Blue. . \$2.89
29 D 5312—Pink. . 2.89

M ALL WOOL BLANKET . . warmest, finest gift for the nursery. Wide rayon satin binding. Individually boxed. Washable.
36x50 in. size. Shpg. wt. 2 lbs. 2 oz.
29 D 5332—Light blue
29 D 5333—Pink
29 D 5325—Yellow
Each \$3.98
42x60 in. size. Shpg. wt. 2 lbs. 5 oz.
29 D 5334—Light blue
29 D 5335—Pink
29 D 5326—Yellow
Each \$4.98

N 25% WOOL BLANKET . . with 50% rayon, 25% cotton. Wide rayon satin binding. Individually boxed. Washable.
36x50 in. size. Shpg. wt. 1 lb. 10 oz.
29 D 5369—Light blue. . . \$2.94
29 D 5370—Pink. . . 2.94
29 D 5371—White. . . 2.94
29 D 5356—Yellow. . . 2.94
40x60 in. size. Shpg. wt. 2 lbs. 5 oz.
29 D 5372—Light blue. . . \$3.98
29 D 5373—Pink. . . 3.98
29 D 5374—White. . . 3.98
29 D 5384—Yellow. . . 3.98

P GOOD QUALITY Pepperell cotton blanket with stitched edges, softly napped for extra warmth. Assorted woven-in patterns. Washable. Boxed. Size about 36x50 in. Shipping wt. 1 lb. 5 oz.
29 D 5341—Lt. Blue
29 D 5342—Pink
Each \$1.49

R GOOD QUALITY Pepperell cotton crib blanket with 3-in. rayon satin binding. Assorted woven-in jacquard patterns. Washable. Individually boxed. Size abt. 36x50 in. Shpg. wt. 1 lb. 8 oz.
29 D 5358—Lt. blue
29 D 5359—Pink
Each \$1.94

S BETTER QUALITY Pepperell cotton, with assorted patterns, in pink and blue on white ground 5-inch rayon. satin binding. Washable. Boxed. Size about 36x50 inches. Shipping weight 1 pound 4 ounces.
29 D 5313—Pink and blue on white ground.
Each \$2.94

Buy your cotton Receiving Blankets at Sears

T GOOD QUALITY. Size about 26x34 inches. Stitched ends. Washable. Shipping weight each 5 ounces.
29 D 5318M—Blue. . 34c
29 D 5319M—Pink. . 34c
3 for \$1.00

V BETTER QUALITY Size about 30x40 in. Stitched ends. Washable. Shpg. wt. ea. 7 oz.
29 D 5302M—Pink. . 53c
29 D 5303M—Blue. . 53c
29 D 5304M—White 53c
3 for \$1.55

W OUR BEST QUALITY Woven-in pattern. Size about 30x40 inches. Stitched ends. Washable. Shipping weight each 11 ounces.
29 D 5330M—Blue. . 85c
29 D 5331M—Pink. . 85c
3 for \$2.50

X GOOD QUALITY. Size about 27x36 inches. Stitched ends. Washable. Shpg. wt. each 8 oz.
29 D 5315M—White 47c
29 D 5346M—Blue. . 47c
29 D 5347M—Pink. . 47c
3 for \$1.38

Y BETTER QUALITY. Size about 30x40 inches. Stitched ends. Washable. Shpg. wt. each 9 oz.
29 D 5324M—White 57c
29 D 5322M—Blue. . 57c
29 D 5323M—Pink. . 57c
3 for \$1.67

Z PEPPERELL BEST QUALITY. Woven-in pattern. Size about 30x40 inches. Stitched ends. Washable. Shipping weight each 10 oz.
29 D 5348M—Blue. . 89c
29 D 5349M—Pink. . 89c
3 for \$2.62

Nursery bedding can be purchased on Sears Easy Terms . . so can anything else listed in this catalog . . see inside back cover for details. 20 years from now . . will your child be prepared? Will you have given him every advantage? Read about American Peoples Encyclopedia. See index for page.

SEARS HAS THE NEW FITTED CRIB SHEETS

in 3 different qualities
all Sanforized so they won't shrink over 1%

Modern mothers make up baby's crib in less time . . with these new sheets that stay tucked in, smooth, unwrinkled without ironing. Easy to change without removing mattress from crib. Fit 52x28 in. standard size crib mattresses. Washable.

OUR BEST fine cotton percale 180 threads per square inch

AA Shipping weight each 9 ounces.
29 D 5401M—Light blue. . Each \$1.65
29 D 5402M—Pink. Each 1.65
29 D 5403M—Yellow. Each 1.65
29 D 5424M—White. Each 1.65
3 for 4.87

BETTER QUALITY cotton muslin 153 threads per square inch

BB Shipping weight each 9 ounces.
29 D 5405—White. Each \$1.49
3 for 4.40

GOOD QUALITY cotton 140 threads per square inch

CC Shipping weight each 13 ounces.
29 D 5443—White. Each \$1.19
3 for 3.50

AA
Percale in white and pastels . . with Mitered Corners
\$1.65 ea.
3 for \$4.87

BB
Muslin with Mitered Corners
\$1.49 ea.
3 for \$4.40

CC
Good Quality Cotton with End Pockets
\$1.19 ea.
3 for \$3.50



HONEYSUCKLE CRIB SHEETS

Especially made for Sears customers . . so that Sears can specify the quality . . so that Sears can keep the prices low to save you money. 140 threads to the square inch. Bleached white. Neatly hemstitched. Wrapped in cellophane. Washable. (Sheet sizes quoted before hemming.) Pillowcases 28x21 in. before hemming; about 17x13 in. finished.

Good quality cotton. Our lowest priced sheets.
36x54 in. Sheet. Shipping weight each 6 oz.
29 D 5407—Each 69c 3 for \$2.03
42x72 in. Sheet. Shipping weight each 10 oz.
29 D 5408—Each \$1.05 3 for \$3.09
Pillowcase to match. Shipping weight each 3 oz.
29 D 5409—Each 29c 3 for 85c

Our Best Quality cotton muslin . . with a smoother, finer, heavier finish.
36x54 in. Sheet. Shipping weight each 7 oz.
29 D 5417—Each 98c 3 for \$2.89
42x72 in. Sheet. Shipping weight each 12 oz.
29 D 5418—Each \$1.32 3 for \$3.89
50x75 in. Sheet. Shipping weight each 14 oz.
29 D 5421—Each \$1.65 3 for \$4.87
Pillowcase to match. Shipping weight each 3 oz.
29 D 5419—Each 36c 3 for \$1.05

PLUMP-FILLED CRIB PILLOW

FF 73c
Covered with fine, lustrous sateen . . filled with fluffy kapok. Size about 12x16 inches. Fits pillowcases described above. Shpg. wt. 14 oz.
29 D 5476—Pink and blue reversible. Each. . . 73c

"DUCKY" BLANKET CLIPS

GG
Made of durable plastic . . tie to crib . . hold blankets securely. In clear plastic box, handy for trinkets, jewelry. Shpg. wt. 7 oz.
29 D 5271—Blue 29 D 5272—Pink Each Pair 89c

BLANKET CLOTH SHEET

DD Made of fine white cotton, lightly napped on both sides for extra warmth and comfort. Use as bath blanket, crib blanket or sheet. Full sizes as quoted. Washable.
Size 35x50 in. Shpg. wt. each 7 oz.
29 D 5305—Each 69c
2 for \$1.35
Size 42x70 in. Shpg. wt. each 10 oz.
29 D 5306—Each \$1.19
2 for 2.35

PEPPERELL SHEETS

EE Fine quality crib sheets bearing the famous Pepperell "Countess" label. Cotton muslin, woven with 144 threads per square inch. White. Washable. Sizes before hemming.
45x72 in. Size. Shpg. wt. 12 ounces.
29 D 5441—Each \$1.39
3 for 4.10
Extra Large Size Crib Sheets . . 54x81 inches. Shpg. wt. ea. 1 lb. 1 oz.
29 D 5410—Each \$1.89
3 for 5.58



SEARS HONEYSUCKLE DIAPERS

in all four popular fabrics . . all made
to meet Sears strict specifications for:

- Long-wearing Quality
- Fast Absorbing Action
- Moisture Holding Capacity
- Purity of Cotton Yarn
- Strength of Weaves
- Full Standard Sizes
- Soft, Gentle Textures
- Easy Washing and Drying

Mother—Sears takes every precaution to make sure you receive clean, neat diapers. All Honeysuckle diapers are sealed—at the mill—in sturdy, dustproof packages.

HONEYSUCKLE
THE RIGHT WAY
TO SAY
INFANTS' WEAR
AND ACCESSORIES

FLANNELETTE

KNIT COTTON

GAUZE

BIRDSEYE

12 for \$2.25

Good . . 27x27 in.

12 for \$2.65

Our Best . . 27x27 in.

12 for \$3.25

Our Best . . 30x30 in.

12 for \$2.19

27x27 inches

12 for \$2.66

about 9x18 in.

12 for \$2.57

Good . . 20x40 in.

12 for \$2.88

Our Best . . 21x40 in.

BIRDSEYE WEAVE FOR STRENGTH, LONG WEAR

GOOD QUALITY birdseye diapers at a low price typical of Sears values in all infants' goods. Woven of selected cotton yarns in the familiar birdseye pattern. Strong, long-wearing, washable. Bleached snowy white, neatly hemmed. Regular size 27x27 in. before hemming. Wt. 12, 1 lb. 6 oz. 29 D 5052—12 for \$2.25 36 for \$6.68

OUR BEST QUALITY birdseye diapers in two sizes. More closely woven of finer, smoother cotton yarns for greater strength, higher absorbency and resistance to pin holes. Bleached snowy white, all neatly hemmed. Washable.

Size 27x27 in. before hemming; our best birdseye. Shpg. wt. 12, 1 lb. 8 oz. 29 D 5053—12 for \$2.65; 36 for \$7.85

Extra Large Size 30x30 in. before hemming; our best birdseye. Shipping weight for 12, 1 pound 10 ounces. 29 D 5054—12 for \$3.25; 36 for \$9.63

SOFT FLANNELETTE

FLANNELETTE, most absorbent of all diapers. Woven of fine cotton yarns, napped on both sides to provide a fluffy, texture. Strong, retains its nap through repeated washings. Bleached snowy white, neatly hemmed. Washable. Size 27x27 in. before hemming. Shpg. wt. for 12, 1 lb. 6 oz. 29 D 5027—12 for \$2.19 36 for \$6.50

FINE KNIT COTTON

KNIT COTTON Diapers . . elastic at both ends. They stretch to fit your baby. Need no folding . . tubular knit . . double fabric. Less chafing, less binding. Easier to pin. Knit of 2-ply long staple cotton yarns. Napped for absorbency. White. Washable. Size about 9x18 in. Shipping weight for 12, 1 lb. 7 oz. 29 D 5057—12 for \$2.66 36 for \$7.88

QUICK-DRYING GAUZE

GAUZE DIAPERS dry in half the time needed for other woven diapers. 2 layers of fine cotton gauze are woven together in a pinked selvage to avoid bulky hemming. Washable. Folds without excessive bulk. Bleached white.

Good Quality Gauze Diapers. Size 20x40 in. Shipping weight for 12, 1 lb. 15 oz. 29 D 5073—12 for \$2.57; 36 for \$7.60

Our Best Gauze Diapers. Size 21x40 in. Woven of surgical-type cotton yarns. Shipping weight for 12, 2 lbs. 1 oz. 29 D 5074—12 for \$2.88; 36 for \$8.52



24 . . SEARS, ROEBUCK AND CO. PCG

By-the-yard DIAPER CLOTH . . Make 'em yourself

DIAPER FLANNELETES. Closely woven of fine cotton yarns. Napped on both sides, absorbent, downy soft . . woven to take hard usage. Bleached white. It pays to buy in quantity!

ECONOMY 27-IN. FLANNELETTE. Durable, firm. In 10-yard lots only. 10 yards make thirteen 27x27-in. diapers. 36 D 4168—Shpg. wt. 10 yds. 1 lb. 10 oz. . . . 10 yards \$2.09

ECONOMY 36-IN. FLANNELETTE. Good standard quality. 5 yds. make ten 18x36-in. diapers. Five yd. lots only. 36 D 4171—Shpg. wt. 5 yds. 1 lb. 3 oz. . . . 5 yards \$1.39

BETTER 36-IN. FLANNELETTE. Softer, more tightly woven. 5 yd. lots only. 5 yds. make ten 18x36-in. diapers. 36 D 4173—Shpg. wt. 5 yds. 1 lb. 6 oz. . . . 5 yards \$1.59

BIRDSEYE DIAPER CLOTH. One of the most comfortable fabrics you can choose—one that stands up admirably well under daily wash and wear. Airy, absorbent, porous weave; medium weight; and with lasting softness. Sold in 10-yard lots only. The few cents you save on each diaper adds up considerably when you count the dozens most babies need. Bleached white. 10 yards will make thirteen 27x27-in. diapers. Width 27 inches. Shpg. wt. 10 yds. 2 lbs. Order on Sears Easy Terms . . . see inside back cover. 36 D 2727 . . . 10 yards for \$2.59



Waterproof Lap Pads

2 for 49c

Waterproof layer of rubber bonded between two layers of soft flannelette. Fleecy and absorbent on both sides. White. Washable. Size 12x14 inches. 29 D 5127—Wt. 1 lb. . . 2 for 49c

HONEYSUCKLE UTILITY BAGS . . waterproof inside . . for travel, nursery and general home use

\$1.69

COTTON TWILL, ZIPPER TOP. Leather reinforced handles, pull tabs. Cotton lining waterproofed with synthetic rubber. Size about 14½x8½x6 in. Shpg. wt. 1 lb. 2 oz. 29 D 5140E—Navy blue. \$1.69 29 D 5141E—Dark brown. 1.69

\$1.98

QUILTED PLASTIC SHOULDER STRAP BAG. Separate quilted plastic envelope inside for soiled diapers. 2 bottle loops. Size about 13½x11½x3¾ in. Shpg. wt. 1 lb. 2 oz. 29 D 5131E—Light blue. \$1.98 29 D 5132E—Pink. 1.98 Bag prices include 20% Federal Excise Tax

\$3.48

Heavy gauge plastic bag has adjustable shoulder strap. Separate soiled diaper envelope. Two bottle bags keep baby's bottles warm. Size about 11½x9 in. Shpg. wt. 1 lb. 29 D 5184E—Navy blue. \$3.48 29 D 5185E—Medium brown. 3.48



WATERPROOF PANTIES of rubber, latex or plastic . . fit properly over diapers

PULL-ON-PANTY. 2-Ply rubber, shirred at waist and legs for snug fit. White. Hand wash. Sizes 3 mos., 6 mos., 12 mos., 18 mos. State size. Order 3 of one size. Shpg. wt. each 3 oz. 29 D 5159. 3 for 54c

PLASTIC SNAP PANTY. Elastic all around waist, legs. Hand wash. Sizes 3 mos., 6 mos., 12 mos., 18 mos. Clear white. Shipping wt. each 3 oz. 29 D 5172—State size. Each. 39c; 3 for \$1.15

"PLAYTEX" panty made of latex rubber. Seamless. Hand wash. Sizes 3 mos., 6 mos., 12 mos., 18 mos. Please state size. Shipping weight 2 ounces. 29 D 5156—Flesh. 66c 29 D 5152—White. 66c

"KLEINERT'S" softex plastic coated rayon. Soft, smooth, comfortable. Hand wash. State size 3 mos., 6 mos., 12 mos., 18 mos. Shpg. wt. each 2 oz. 29 D 5167—White. Each. 72c; 2 for \$1.41

RUNPROOF tricot knit rayon; waterproof plastic lining. Elastic waist, legs. Hand wash. Sizes 3 mos., 6 mos., 12 mos., 18 mos. State size. Wt. ea. 4 oz. 29 D 5161M—White. 49c 29 D 5164M—Blue. 49c 29 D 5165M—Pink. 49c 29 D 5168M—Yellow. 49c 3 for. \$1.44

Nylon marquisette; plastic lined. 6 Snaps. Lace trim elastic legs, elastic waist. Hand wash. State size 3 mos., 6 mos., 12 mos., 18 mos. Wt. ea. 4 oz. 29 D 5192M—Blue. 95c 29 D 5193M—Pink. 95c 29 D 5194M—White. 95c 29 D 5195M—Yellow. 95c 3 for. \$2.78



HONEYSUCKLE TOWELS, WASHCLOTHS

of knit combed cotton or absorbent woven terry cloth

SOFT, FINE GAUGE KNIT towels and cloths. Made of combed cotton, gentle and kind to Baby's tender skin. Shell stitch trim in choice of pink or blue. Washable.

Towel 18x27 inches. Shipping weight each 4 oz. 29 D 5205M—White; blue trim 29 D 5206M—White; pink trim Each 49c. 2 for 96c Large Towel 27x40 inches. Shipping weight each 7 oz. 29 D 5213M—White; blue trim 29 D 5214M—White; pink trim Each 93c. 2 for \$1.81

Towel 20x40 in. Shipping weight each 5 ounces. 29 D 5207M—White; blue trim 29 D 5208M—White; pink trim Each 79c. 2 for \$1.55 Washcloths 9x9 in. Shipping weight 3 ounces for 2. 29 D 5201—White; blue trim 29 D 5202—White; pink trim 2 for. 25c

FLUFFY, WOVEN COTTON TERRY cloth towels and washcloths give Baby quick drying and a brisk rub-down. Shell stitch trim in choice of pink or blue. Washable.

Towel 18x30 in. Shipping weight each 5 ounces. 29 D 5255M—White; blue trim 29 D 5256M—White; pink trim Each 59c. 2 for \$1.15 Large Towel 36x36 in. Shipping weight each 10 ounces. 29 D 5259M—White; blue trim 29 D 5260M—White; pink trim Each. \$1.49

Towel 24x36 in. Shipping weight each 8 ounces. 29 D 5257M—White; blue trim 29 D 5258M—White; pink trim Each 98c. 2 for \$1.92 Washcloths 10x10 in. Shipping weight 3 ounces for 2. 29 D 5247—White; blue trim 29 D 5248—White; pink trim 2 for. 25c



Chix Liners

98c Pkg. of 84

Made of soft cottony non-woven fabric, delicately scented. Use inside regular diaper. Size 9¼x13 in. Package of 84. Postpaid. (Shpg. wt. 1 lb. 9 oz.) 29 D 5103—White. 98c

NATIONALLY FAMOUS Gauze Diapers

12 for \$3.29

CURITY, gauze diapers, with permanently woven-in fold line. Surgical-type absorbent cotton yarns. Quick drying. Washable. Size 21x40 inches. Postpaid (Shpg. wt. 1 lb. 14 oz.) 29 D 5077—White. 12 for \$3.29

12 for \$3.29

CHIX, gauze diapers woven of surgical-type cotton yarns woven in birdseye pattern. Light, cool, quick to dry. Washable. Size 20x40 in. Postpaid. (Shpg. wt. 1 lb. 14 oz.) 29 D 5076—White. 12 for \$3.29



Dennison Liners

98c Pkg. of 180

Made of absorbent cellulose. Use inside regular diaper. White. 180 sheets in dispenser box. Shipping weight 1 pound 4 ounces. 29 D 5122. 98c

See inside back cover for Sears Easy Terms

DIAPER PANTIES hold disposable pads

65c Panty \$1.15 Pkg. of 48 pads

KLEINERT'S PANTY of waterproof plastic. Hand wash. White. Sizes 6 mos., 1, 2. State size. Shipping weight 5 ounces. 29 D 5115. 65c Kleinert's Disposable Cellulose Pads. Shpg. wt. 2 lbs. 2 oz. 29 D 5124. Pkg. of 48 \$1.15

58c Panty 98c pkg. of 48 pads

HONEYSUCKLE panty. Plastic inside, cotton birdseye outside. 6 snaps. White. Hand wash. Sizes 3 mos., 6 mos., 12 mos., 18 mos. State size. Shipping weight ea. 5 oz. 29 D 5118—Each 58c. 2 for \$1.14 Honeysuckle Disposable Pads. Cotton and gauze. Shpg. wt. 2 lbs. ea. pkg. 29 D 5120—48 for 98c. 96 for \$1.94



HONEYSUCKLE INFANTS' FLANNELETTES . . priced low for savings . . cellophane wrapped for cleanliness

WRAPPER

at a
new low price

Sears money-back guarantee protects your investment . . no matter how little you spend. Good quality flannelette. Washable. *Infants' size*, fits up to 6 months. Order 3 of one color. Shipping wt. 8 oz. for 3.
29 D 5635—White with light blue trim.
29 D 5636—White with pink trim.
3 for \$1.17

Gown, Wrapper **49c** ea.
3 for \$1.47 in lots of 3
Slip **35c** ea.
3 for \$1.05 in lots of 3

Sanforized, won't shrink over 1%. Medium weight flannelette, with neat stitched trim down the front of gown and wrapper. Washable. *Infants' size* fits up to 6 mos. Order 3 of one style of one color. Shipping weight 8 oz. for 3.

GOWN . . medium weight flannelette.
29 D 5985—White with blue trim. 3 for \$1.47
29 D 5986—White with pink trim. 3 for 1.47

WRAPPER . . medium weight flannelette.
29 D 5987—White with blue trim. 3 for \$1.47
29 D 5988—White with pink trim. 3 for 1.47

SLIP . . to match gown and wrapper.
29 D 5995—White with blue trim. 3 for \$1.05
29 D 5996—White with pink trim. 3 for 1.05

Gown, Wrapper **59c** ea.
3 for \$1.77 in lots of 3
Slip **39c** ea.
3 for \$1.17 in lots of 3

Heavier weight warmer flannelette. Sanforized, won't shrink more than 1%. All 3 garments trimmed with matching embroidery. Washable. *Infants' size* fits up to 6 months. Order 3 of one style of one color. Shipping weight 8 oz. for 3.

GOWN . . heavier flannelette. Rayon ribbon trimmed.
29 D 5615—White with blue trim. 3 for \$1.77
29 D 5616—White with pink trim. 3 for 1.77

WRAPPER . . heavier flannelette. Rayon ribbon trimmed.
29 D 5680—White with blue trim. 3 for \$1.77
29 D 5681—White with pink trim. 3 for 1.77

SLIP . . matches gown, wrapper. Buttoned shoulders.
29 D 5682—White with blue trim. 3 for \$1.17
29 D 5683—White with pink trim. 3 for 1.17

Hospital Gown

85c ea. 3 for \$2.48

Opens all the way down the back . . easy to change. Gives complete protection when closed. 4 tape ties. Drawstring sleeves. Heavy weight flannelette is warm, softly napped. Sanforized so fabric will not shrink more than 1%. Washable. *Infants' size*, fits up to 9 months. Shipping weight each 6 ounces.
29 D 5619—White.
Each. 85c
3 for \$2.48



COTTON CREPE NIGHTWEAR

Matching gown and wrapper **59c** ea. 3 for \$1.73
Cool cotton crinkle crepe . . easy to wash. Need not be ironed. Both styles have dainty colored stitching around the collar and a ribbon bow tie at neckline. Washable. *Infants' size*, fits up to 6 mos. Shipping weight each 3 ounces.

COTTON CREPE GOWN
29 D 5690M—White with blue trim
29 D 5691M—White with pink trim
Each. 59c. . . 3 for \$1.73

COTTON CREPE WRAPPER
29 D 5692M—White with blue trim
29 D 5693M—White with pink trim
Each. 59c. . . 3 for \$1.73

HONEYSUCKLE KNIT COMBED COTTON NIGHTWEAR

79c each
3 for \$2.30

Knit combed cotton gown. Fastens with three tape ties. Drawstring closures at sleeves and bottom for chill-chasing, draft-defying cozy warmth. Washable. *Infants' size*, fits up to 6 months. Shipping weight each 6 ounces.
29 D 5761—White
Each. 79c
3 for \$2.30

89c each
3 for \$2.62

Knit cotton gown. Has Patented slip-on neck opening. Easy to put on over baby's head. Drawstring closures at sleeves and bottom. Washable. Colors White, pink, light blue. *State color. Infants' size*, fits up to 6 mos. Shipping weight each 5 oz.
29 D 5771. Each 89c
3 for \$2.62

74c each
3 for \$2.15

Fine quality wrapper of knit combed cotton. Easy to wash, needs no ironing. Dainty stitch trim on front and cuffs. Full cut. Two tape ties at neckline. Washable. *Infants' size*, fits up to 6 mos. Shpg. wt. ea. 5 oz.
29 D 5772—White
Each. 74c
3 for \$2.15

Infants' Long Stockings

A Full length cotton stockings. Seamless. Washable. White. *Sizes* 4, 4½, 5, 5½; see size chart, page 16. Order 3 of one size. Shpg. wt. 3 oz. for 3 prs.

Good quality combed cotton
29 D 5921—*State size*. . . . 3 prs. for 75c
Our best mercerized combed cotton
29 D 5922—*State size*. . . . 3 prs. for 89c

Infants' Cotton Binders

B Designed for protection and comfort. Washable. Tape ties. *Size* about 5x23 inches. White. Shpg. wt. 3 oz. for 3.

Double Fabric Flannelette
29 D 5792. 3 for 69c
Double Knit Combed Cotton
29 D 5791. 3 for 89c



HONEYSUCKLE INFANTS' COTTON SHIRTS . . knit of selected combed cotton yarns

GOOD QUALITY
3 for \$1.17

39c each in lots of 3

Good quality HoneySuckle shirts are rib-knit of soft, combed cotton yarns. White. Washable. Order 3 of one style of one length. Wt. 5 oz. for 3.

- A** Pin-back shirt. State length. Lengths 10, 11, 12, 14 inches.
29 D 5799—Short sleeves.....3 for \$1.17
29 D 5798—Long sleeves.....3 for 1.17
- B** Slip-on shirt. State length. Lengths 11, 12, 14, 16 inches.
29 D 5759—Short sleeves.....3 for \$1.17
29 D 5758—Long sleeves.....3 for 1.17
- C** Tie-side shirt. State length. Lengths 10, 11, 12, 14 inches.
29 D 5797—Short sleeves.....3 for \$1.17
29 D 5796—Long sleeves.....3 for 1.17

BETTER QUALITY
3 for \$1.47

49c each in lots of 3

Our better quality shirts with PIN TABS at sides to resist strain of diaper pins. Rib-knit of combed cotton. White. Washable. Order 3 of one style of one length. Shpg. wt. 5 oz. for 3.

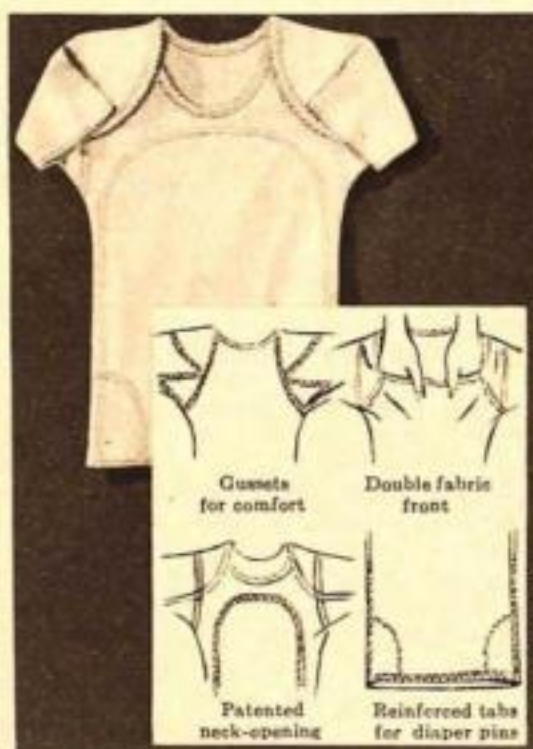
- D** Pin-back shirt. State length 10, 11, 12, 14 in.
29 D 5971—Short sleeves.....3 for \$1.47
29 D 5970—Long sleeves.....3 for 1.47
- E** Slip-on shirt. State length. Lengths 11, 12, 14, 16 inches.
29 D 5975—Short sleeves.....3 for \$1.47
29 D 5974—Long sleeves.....3 for 1.47
- F** Tie-side shirt. State length. Lengths 10, 11, 12, 14 inches.
29 D 5973—Short sleeves.....3 for \$1.47
29 D 5972—Long sleeves.....3 for 1.47

OUR BEST QUALITY
3 for \$1.77

59c each in lots of 3

Heavier quality combed cotton yarns . . longer-wearing . . all made with PIN TABS at both sides to resist pinholes. White. Washable. Order 3 of one style of one length. Shpg. wt. 8 oz. for 3.

- G** Pin-back shirt. Lengths 10, 11, 12, 14, 16 inches. State length.
29 D 5728—Short sleeves.....3 for \$1.77
29 D 5727—Long sleeves.....3 for 1.77
- H** Tie-side shirt. Lengths 10, 11, 12, 14, 16 inches. State length.
29 D 5706—Short sleeves.....3 for \$1.77
29 D 5704—Long sleeves.....3 for 1.77
- J** Slip-on shirt. Lengths 11, 12, 14, 16 inches. State length.
29 D 5710—Short sleeves.....3 for \$1.77
29 D 5709—Long sleeves.....3 for 1.77
- K** Pin-back, Tie-side shirt. State lengths 10, 11, 12, 14, 16 inches.
29 D 5726—Short sleeves.....3 for \$1.77
29 D 5725—Long sleeves.....3 for 1.77



Sleeveless Shirts

Knit of combed cotton yarns. White. Washable. Lengths 10, 12, 14, 16 inches. State length. Shipping weight 5 ounces for three.

- L** Plain neck. Hemmed bottom. Good quality rib knit.
29 D 5708.....3 for 55c
29 D 5700.....3 for 89c
- M** Patented neckline, easy to slip on. Pin-tabs at bottom.
29 D 5707.....3 for \$1.17

Extra Warm Shirt

3 for \$2.15

Double fabric front on a slipon style shirt with patented neck opening that slips more easily over baby's head. Reinforced pin tabs both sides. Rib knit of combed cotton yarns. White. Washable. Lengths 10, 11, 12, 14, 16 in. State lengths. Order 3 of one style of one length. Wt. 8 oz. for 3.
29 D 5787—Short sleeves.
29 D 5701—Long sleeves.
3 for \$2.15

HONEYSUCKLE KNIT COMBED COTTON TRAINING PANTS

- N** PASTEL COLORS AND WHITE. Elastic waist. Double crotch. Washable. Colors pink, light blue, yellow, white. Sizes 1, 2, 3, 4. State size, color. Shpg. wt. 9 oz. for 3. 29 D 5776—Order 3 of one, color of one size.....3 for 59c
- R** DOUBLE RIB-KNIT cotton. Elastic waist. White. Washable. Sizes 0, 1, 2, 3, 4. State size. Order 3 of one size. Shpg. wt. 12 oz. for 3.
29 D 5775.....3 for \$1.17

- P** DOUBLE FABRIC through-out, for extra strength and extra long wear. Elastic at waist. White. Washable. Sizes 1, 2, 3, 4. State size. Order 3 of one size. Shipping wt. 8 oz. for three.
29 D 5786.....3 for 72c
- S** BOYS' FLY-FRONT training panty. Wide elastic around top. White. Washable. Sizes 2, 3, 4. State size. Shipping weight 12 oz. for three.
29 D 5774—Order 3 of one size.....3 for \$1.17

Fine quality training panties, knit of combed cotton and styled to make attractive gifts . . with cute assorted designs that won't wash out. White. Washable. Sizes 1, 2, 3, 4. State size. Shpg. wt. 12 oz. for three.
29 D 5781—Order 3 of one size.....3 for 79c

Everything Baby needs can be purchased on Easy Terms at Sears. See inside back cover.

SIZE CHART FOR INFANTS' SHIRTS

Order length.....	10	11	12	14	16 in.
If weight is (up to)....	13	14-18	19-22	23-25	26-30 lbs.

SIZE CHART FOR TRAINING PANTIES

Order size.....	6 mos.	1	2	3	4
If weight is (up to)....	18	19-22	23-28½	29-32½	33-37 lbs.



HONEYSUCKLE LAYETTES

Items selected by Sears experts following recommendations of infants' care authorities
Quality guarded by Sears buying standards
Prices kept low to help mother save money
Satisfaction assured by Sears famous money-back guarantee on all merchandise

45-PIECE LAYETTE

Baby's first necessities at Sears low economy price

(Not illustrated) **\$9.98**

- 24 Diapers, Birdseye woven cotton. Size 27x27 in.
- 3 Shirts, knit cotton, tie-side fastening. Long sleeve style
- 3 Binders, soft flannelette
- 1 Gown, soft, fleecy flannelette
- 1 Wrapper, soft flannelette
- 2 Receiving Blankets, medium weight cotton. Size 26x34 in.
- 1 Waterproof Panty, gum rubber
- 2 Waterproof Sheets, Size 18x18 in. of 2-ply synthetic rubber
- 1 Quilted Pad, Size 15x17 in. Cotton covered, cotton filled
- 3 Bibs, double faced flannelette
- 1 Box Talcum Powder, 4-oz. size
- 1 Cake Castile Soap, gentle, pure
- 1 Bottle Baby Oil, 6-oz. size
- 1 Bunch Safety Pins, assorted sizes on a handy clip

Sears 45-piece Layette is a real value at this economy price. Gown and wrapper in white with choice of pink or light blue trim. Please state color of trim. Shipping weight 8 pounds.
29 D 0611E—45-piece layette packed in sturdy box.....\$9.98

56-PIECE LAYETTE

Includes 1-year subscription to Parents' Magazine

(Not illustrated) **\$16.98**

- 24 Diapers, Birdseye cotton, 27x27 in.
- 3 Shirts, medium weight knit cotton, tie-side style, washable
- 3 Binders, better quality soft washable flannelette
- 1 Gown, better quality fleecy washable flannelette
- 1 Wrapper, washable flannelette
- 1 Gown, fine washable knitted cotton
- 1 Wrapper, knit cotton. Washable
- 3 Receiving Blankets, Washable cotton. 26x34 in. size
- 1 Crib Blanket, Size 36x50 in. Medium weight washable cotton
- 1 Waterproof Panty, clear plastic
- 2 Waterproof Sheets, Size 18x18 in. synthetic rubber, 2-ply construction
- 2 Waterproof Pads, 12x14 in. Rubber between 2 layers of flannelette
- 2 Quilted Cotton Pads, Size 17x18 in.
- 2 Pairs Long Stockings, knit combed cotton. Washable
- 1 Box of Talcum Powder, 4-oz. size
- 1 Cake Castile Soap, gentle and pure
- 1 Bottle Baby Oil, 6-oz. size
- 2 Bunches Safety Pins, assorted sizes
- 3 Bibs, made of waterproof plastic

Parents' Magazine, 1 full year's subscription includes 12 issues...one each month.
Sears 56-piece Layette provides more of the essential garments and bedding needed for Baby's first months. Gown, wrappers, in white with choice of pink or light blue trim. State color of trim. Shpg. wt. 10 lbs.
29 D 0612E—56-Pc. layette packed in sturdy box.....\$16.98

71-PIECE LAYETTE . . OUR FINEST

... every item illustrated above . . includes 1 year subscription Parents' Magazine

Packed in storage chest **\$24.98** \$2.50 down, \$5 monthly cash on Sears Easy Terms

- 24 Diapers . . . your choice of either Birdseye cotton, 27x27 in. size or gauze cotton, 20x40 in. size.
- 1 Package 36 Diaper Liners. Dennisons
- 4 Shirts, knit combed cotton, tie side
- 3 Binders, knit of soft combed cotton
- 2 Gowns, Sanforized flannelette . . . won't shrink more than 1%
- 2 Wrappers, Sanforized flannelette
- 1 Gown, knit combed cotton, tapes
- 1 Wrapper, knit combed cotton, tapes
- 4 Receiving Blankets, cotton . . . 26x34 in.
- 1 Crib Blanket, cotton . . . 36x50 inches
- 2 Waterproof Panties, clear plastic
- 1 Diaper Cover, waterproofed cotton
- 1 Waterproof Sheet, Size 18x18 inches
- 1 Waterproof Sheet, Size 18x27 inches

- 2 Pads, waterproofed flannelette 12x14 inches
- 2 Quilted Pads, cotton . . . 17x18 inches
- 2 Pairs Long Stockings, knitted cotton
- 1 Box Talcum Powder, 4-ounce size
- 1 Cake Castile Soap, gentle and pure
- 1 Bottle Baby Oil, 6-ounce size
- 1 Box Absorbent Cotton, 2-ounce size
- 2 Bunches Safety Pins, assorted sizes
- 2 Towels, knitted cotton . . . 16x24 inches
- 2 Washcloths, knitted cotton . . . 12x12 in.
- 1 Sacque, soft, fleecy flannelette
- 3 Bibs, absorbent terry knit cotton
- 1 Teething Ring, plastic with bells
- Parents' Magazine, 1 year subscription
- 1 Storage Chest, wood reinforced cardboard, paper covers . . . 23 1/2 x 14 x 6 3/4 in.

Sears 71-Pc. Layette . . one of the most welcome gifts for the new mother. Outer garments, towels, cloths in choice of pink or light blue trim. State color of trim. Shpg. wt. 13 lbs.
29 D 0613E—71-Pc. Layette includes Birdseye diapers.....\$24.98
29 D 0614E—71-Pc. Layette includes Gauze diapers.....\$24.98

SEARS TWIN INSURANCE with every layette purchased from Sears by mail. Order complete layette before baby is born. If it's twins or more, send us the printed form enclosed in first layette, with signed statement by your physician or minister, and we will send you an extra layette or layettes postpaid . . . without additional charge.

"INFANT CARE" BOOKLET in all layettes. We include without extra charge a booklet "Infant Care". Published by the Children's Bureau of U. S. Dept. of Labor. Contains new interesting ideas and methods prepared by renowned baby doctors.

EASY TERMS AVAILABLE. Mothers the country over find it a great convenience to open a Sears Easy Payment Account. You can buy all the things your baby needs at one time and add new things as you need them. See the inside back cover for complete details.

(10c Fed. Ex. Tax on Oil and Powder only is included in the price of above Layettes.)



Subscribe to Parents' Magazine

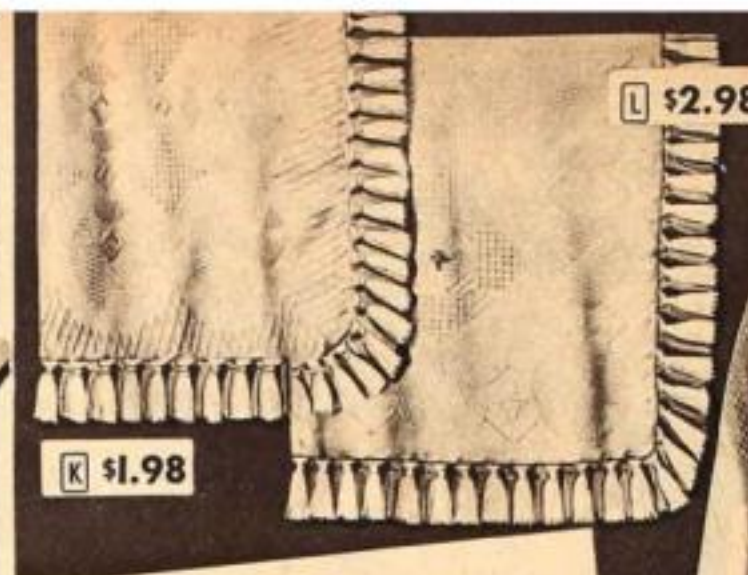
Guide to child care from crib to college. 12 issues per year.
29 D 0709—
1 year.....\$2.92
2 years.....4.00
3 years.....4.85



A \$3.98



B \$1.59
4 pairs



K \$1.98

L \$2.98

M \$3.79



C \$1.39
Towel Set

HONEYSUCKLE GIFTS FOR BABY

selected by Sears specialists to suit any
occasion . . . births, christenings, birthdays
... or just to make a mother happy



D \$1.98
3-pc. set



E \$1.98



F \$1.69

G 39c pr.
3 for \$1.15



H \$2.98
3-pc. set



J \$1.98
3-pc. set

A Pepperell wool-tufted cotton Crib Blanket

The beautiful box has a cut-out cellophane window through which the all-wool tufted animals peep out. Mother can use it to store the original blanket or other linens. The medium weight blanket is of fine quality cotton, closely woven, softly napped, edged with 6-inch rayon satin binding. Size about 36x50 inches. Washable. Shipping weight 1 pound 4 ounces.
29 D 5350—Light blue... \$3.98 29 D 5351—Pink... \$3.98
29 D 5352—White... 3.98 29 D 5353—Yellow... 3.98

B Little Tots' Hand-Embroidered Anklets

Knit of fine, selected mercerized cotton yarns. Hand transferred, knit-on cuffs, hand embroidered with floral designs. Box includes assortment of colors . . . white, pink, blue, yellow. Packed one size to a box. Washable. Sizes 3½, 4, 4½, 5, 5½. See size chart on page 17. State size. Shipping weight 5 ounces.
29 D 5952—Box of four pairs anklets... \$1.59

C Infants' Towel Set of Printed Cotton Terry

Printed in gay assorted nursery designs. Packed in cellophane. Towel is 20x40 inch. Washcloth is 12x12 inch. Washable. White.
29 D 5217—Terry towel and washcloth set. Shpg. wt. 5 oz... \$1.39

D Infants' Gift Set of Cotton Batiste

Dress has dainty embroidery. Day gown has cotton lace edge at collar and down front. Slip has ruffled bottom. All 3 packed in one neat white gift box. Hand wash. White. One size, fits up to 9 mos. Shipping weight set 10 oz.
29 D 6105—Dress, Day Gown, Slip—in gift box... all for \$1.98

100% VIRGIN WOOL KNIT WEAR

E HAND-EMBROIDERED virgin wool cardigan. Collar edged with white yarn. Pearl buttons. Hand wash. One size fits up to 9 mos. Shipping weight 5 ounces.
29 D 7750—Yellow 29 D 7751—Light blue 29 D 7752—Pink... Ea. \$1.98

F SHRINK-RESISTANT SACQUE OF "SANFORLAN" virgin wool yarns hand embroidered, dainty knit-in pattern. Long sleeves, pearl buttons. Hand wash. One size fits up to 9 months. Shpg. wt. 5 oz.
29 D 7753—Light blue... \$1.69 29 D 7754—Pink... \$1.69

G INFANTS' BOOTEES knit of fine virgin wool yarns. White yarn trim. Hand wash. One size, fits up to 4 mos. Shpg. wt. pair 2 oz.
29 D 7523—Light blue booties... Pair 39c... 3 pairs for \$1.15
29 D 7524—Pink booties... Pair 39c... 3 pairs for 1.15

H OUR FINEST 3-PC. SET. Knit of 100% virgin wool. Hand embroidered. Coat sweater novelty knit. Cap and booties trimmed with ribbon. Hand wash. One size, fits up to 9 mos. Shipping weight set 10 oz.
29 D 7700—Pink... \$2.98
29 D 7701—Light blue... 2.98

J THREE-PIECE VIRGIN WOOL SET. Coat sweater has novelty knit-in design . . . matching cap and booties . . . all trimmed with rayon satin ribbon. Hand wash. One size, fits up to 9 mos. Shipping weight, set 10 oz.
29 D 7714—Light blue... \$1.98
29 D 7715—Pink... 1.98

100% VIRGIN WOOL SHAWLS . . . gifts every mother will appreciate . . . dozens of uses in every home. Beautifully woven-in patterns, hand-knotted fringes.

K GOOD QUALITY. Size about 38x48 in. including fringe. Hand wash. Shipping wt. 8 oz.
29 D 7550—Pink... \$1.98
29 D 7551—Light blue... 1.98
29 D 7552—White... 1.98

L BETTER QUALITY. Hand Embroidered Rosebuds. Size about 46x50 in. including fringe. Hand wash. Shipping wt. 8 oz.
29 D 7553—White... \$2.98
29 D 7554—Light blue... 2.98
29 D 7555—Pink... 2.98

M OUR FINEST WOOL SHAWL. Made of heavier weight yarns. Dainty rosebuds hand embroidered in colorful contrasting yarn. Extra large size; about 50x52 inches including fringe. Hand wash. Shpg. wt. 11 oz.
29 D 7566—Yellow... \$3.79
29 D 7556—Blue... 3.79
29 D 7558—White... 3.79

Tiny feet look so much cuter dressed in HONEYSUCKLE SLIPPERS

N RAYON PLUSH SLIPPER has shiny eyes. Soft, comfortable padded cushion soles. Sizes 2, 3, 4, 5, 6, 7, 8. See size chart on page 31. Please state size. Shipping weight pair 6 ounces.
29 D 5868—Light blue
29 D 5869—Pink
Pair... 89c

P WARM FELT (70% wool, 30% cotton) with zip front closing that little tots can fasten themselves. Sizes 2, 3, 4, 5, 6, 7, 8. See size chart on page 31. State size. Shipping weight pair 8 oz.
29 D 5879—Light blue
29 D 5880—Pink
Pair... 98c

R CAPELEATHER. Zipper front closing. Long-wearing leather soles. Sizes 2, 3, 4, 5, 6, 7, 8. See size chart on page 31. State size. Shipping weight pair 8 oz.
29 D 5875—Royal (bright) blue
29 D 5876—Bright red
Pair... \$1.98



N 89c



P 98c



R \$1.98

INFANTS' GOODS

Hand made Hand embroidered



A \$1.98
2-pc. set

B \$2.98
2-pc. set

D \$1.59

C 98c

E \$1.98

F 79c

G 98c

PHILIPPINE DRESSES, SLIPS and SETS

A SEARS NEW LOW PRICE for a 2-piece christening set . . . hand made of fine cotton batiste. Hand embroidery and tiny tucks at top. Rayon satin ribbon trim. Assorted styling details. Matching cotton batiste slip has 2-button shoulder. Hand wash. *Sizes 6 mos., 12 mos. State size.* Shpg. wt. set 4 oz.
29 D 6166—White. 2-pc. set. . \$1.98

B OUR FINEST CHRISTENING SET . . . hand made of fine cotton batiste. The dress is generously hand embroidered at top, front panel and bottom. Rayon ribbon trim. Assorted designs. Button-shoulder slip embroidered to match. Hand wash. *Sizes 6 mos., 12 mos. State size.* Shipping weight set 4 ounces.
29 D 6130—White 2-pc. set. . \$2.98

HAND-MADE DRESSES of fine cotton batiste . . . priced according to the amount of hand embroidery. Hand wash. *Sizes 6 mos., 12 mos. Please state size.* Shipping weight 3 ounces.

C New low price for a hand-made dress. Assorted designs.
29 D 6101—White
Each. 98c

D 29 D 6163—Yellow
29 D 6164—Pink
29 D 6165—White
Assorted designs
Each. \$1.59

E 29 D 6159—Pink
29 D 6160—Blue
29 D 6111—White
Assorted designs
Our best. Each. \$1.98

HAND-MADE INFANTS' SLIPS of fine cotton batiste. Hand scalloped at neckline, armholes and bottom. Two-button shoulders, easy to slip over baby's head. Hand wash. White. *Sizes 6 months, 12 months. Please state size.* Shipping weight each 3 ounces.

F Plain style at Sears low price.
29 D 6102. 79c

G Hand embroidered . . . our finest.
29 D 6112. 98c

Size Chart for
Sizes 6 to 12 mos.

Order size (not age):	6 mos.	12 mos.
If chest is	18	19 in.
If height is	24½–26½	27–29 in.
Dress length is	15	16 in.



INFANTS' DRESSES with matching slips . . . Sears for values

\$1.59 2-pc. set

SHEER COTTON BATISTE dress and slip set . . . at Sears lowest price for a christening set. Collared dress is daintily embroidered, has puff sleeves, ribbon trim and generous hem. Matching slip with ruffle hemline. Nicely made and finished, both button at neck in back. Hand washable. *Sizes 6 months, 12 months. Please state size.* Shipping weight 5 ounces.

29 D 6150—White 2-pc. set \$1.59

\$2.79 2-pc. set

LUXURY-LOOK RAYON CREPE dress and slip set . . . just right for christening or other special occasions. Dainty cotton lace edges neckline . . . lots of rich rayon satin ribbon and cotton lace on yoke. Buttons in back. Well-made slip to match. Hand washable. *Sizes 6 months, 12 months. State size.* Shipping weight 5 ounces.

29 D 6151—Pink 2-pc. set \$2.79

29 D 6152—Light blue 2-pc. set 2.79



INFANT'S DRESS

89c

New low price. Cotton batiste, with embroidered collar, front panel. Rayon ribbon trim. Assorted designs. Individually packed in cellophane. Hand wash. *Sizes 6 mos., 12 mos. State size.* Shpg. wt. ea. 4 oz.
29 D 6154M—Pink 89c
29 D 6155M—Light blue 89c
29 D 6156M—White 89c
2 for \$1.74

INFANT'S SLIP

49c

Good quality cotton batiste in a well-made slip with embroidered details. Button shoulder closing, easy to slip over baby's head. Ruffled around the bottom. White. Hand wash. *Size 6 months, 12 months. Please state size.* Shipping weight each 2 ounces.
29 D 6167 49c
3 for \$1.44

DAY GOWN

98c

Buttons in front, goes on in a wink without disturbing baby. Lace trimmed collar, hand embroidered front on good cotton batiste. Each gown comes individually packed in cellophane. A perfect gift. White. Hand wash. One size, fits to 9 months. Shpg. wt. each 3 oz.
29 D 6157 98c
2 for \$1.92



BARGAIN SPECIAL 3 for \$1.59

BARGAIN SPECIAL 3 for \$1.19

EMBROIDERED DRESSES

Sears new low price for infants' dresses of good quality cotton batiste. Stock up for your own baby or buy this package for gifts! Yoke and collar styles, assorted embroidered details. Each dress comes individually packed in cellophane. White. Hand wash. *Sizes 6 months, 12 months. State size.* Packed 3 of one size. Shipping weight 8 ounces for three.
29 D 6169—Package of 3 dresses for. . \$1.59

INFANTS' SLIPS

Sears lowest price in years for slips made of good quality cotton batiste. Each slip comes to you clean, neat and fresh . . . packaged in cellophane. Attractively ruffled around the bottom. White. Hand wash. *Sizes 6 months, 12 months. Please state size.* Packed 3 of one size. Shipping weight 8 ounces for three.
29 D 6168—Package of three infants' cotton batiste slips for only. \$1.19

A \$1.19

B \$1.29

C \$1.98

D 79c

E \$1.19

F \$1.29

G \$2.49

G NEW... Easy to put on!
Patented heel counter turns down... baby's foot slips in without strain

UP TO 9 MONTHS . . Baby wears Honeysuckle Soft-Sole Shoes with comfort

A LACE all the way from ankle to toe... easy to slip on baby's foot. Fine soft leather vamp, perforated and scalloped. Cushioned leather sole. *Sizes 0, 1, 2, 3. State size. Shpg. wt. pair 6 oz.*
29 D 5816—White..... Pair \$1.19

B CHRISTENING SHOES in a crystal-clear plastic box. Soft leather uppers. Soft leather soles. *Sizes 0, 1, 2. State size. Shipping weight pair 5 oz.*
29 D 5825—Blue 29 D 5826—Pink
29 D 5822—White Pair..... \$1.29

C ZIP-CLOSED SHOES of soft elk-tanned leather. Perforated vamp. Cushioned leather sole. *Sizes 0, 1, 2, 3, 4. Please state size. Shpg. wt. pair 6 oz.*
29 D 5838—White 29 D 5800—Blue
29 D 5801—Pink Pair..... \$1.98

D OUR LOWEST PRICE for a baby's shoe. Made with soft, supple leather uppers and cushioned leather soles. *Sizes 0, 1, 2, 3. Please state size. Shipping weight each pair 6 ounces.*
29 D 5805—White..... Pair 79c

E BLUCHER STYLE plain toe shoe of soft, washable elk-tanned leather. Comfortable, cushioned leather soles. Reinforced at top and heel. *Sizes 0, 1, 2, 3. State size. Shpg. wt. pair 6 oz.*
29 D 5811—White..... Pair \$1.19

F ROMAN SANDAL STYLE has 3 buttoned straps. Cool, comfortable for warm weather. Perforated soft leather vamp. Cushioned leather sole. *Sizes 0, 1, 2, 3. State size. Shpg. wt. pair 6 oz.*
29 D 5806—White..... Pair \$1.29

G Sears bring you the latest improvement in infants' shoe design... goes on with less fuss than a stocking. Soft, elk-tanned leather uppers. The entire back can be folded over and the flexible, soft leather sole bent downward. White. *Sizes 0, 1, 2, 3. State size. Shpg. wt. pair 6 oz.*
29 D 5808..... Pair \$2.49

Measure to be sure

Order shoe size: 0 1 2 3 4 5 6 7 8
If foot length is: 3½ or less 3¾ 4¼ 4½ 4¾ 5¼ 5½ 5¾ 6¼ in.

For larger sizes and children's hard sole shoes, see pages 103 to 105.

HONEYSUCKLE
THE RIGHT WAY TO SAY
INFANTS' WEAR AND ACCESSORIES

The "CHUBBY" Shoe
designed to fit the plump ankle
\$1.59

FROM 9 TO 12 MONTHS . . Honeysuckle Creeper Shoes for firm support

\$1.19

\$1.59

\$1.89

OUR LOWEST PRICED creeper shoe is made of good quality cape leather. Perforated vamp. Turned-under, non-slip leather soles. *Sizes 1, 2, 3, 4. State size. Shpg. wt. pair 6 oz.*
29 D 5821—White..... Pair \$1.19

Now... an infants' ankle-strap sandal. Elk-tanned leather uppers, chrome leather sole. *Sizes 1, 2, 3, 4. State size. Shpg. wt. pair 6 oz.*
29 D 5809—White 29 D 5810—Lt. blue
29 D 5813—Pink Pair..... \$1.59

OUR BEST QUALITY creeper shoe in blucher style with plain toe. White, washable elk-tanned leather. Non-slip leather sole. *Sizes 1, 2, 3, 4. State size. Shpg. wt. pair 7 oz.*
29 D 5824—White..... Pair \$1.89

DESIGNED especially for babies with chubby ankles. Made on rounder, fuller last. White elk-tanned leather. Turned-under non-slip sole. *Sizes 1, 2, 3, 4. State size. Shpg. wt. pair 6 oz.*
29 D 5831—Pair..... \$1.59

FLEXIBLE LEATHER SOLE
extends all the way up the back
\$3.49

FROM 12 TO 18 MONTHS . . Baby learns to walk in Shoes with sturdier soles

\$1.49

\$1.98

\$2.29

\$1.98

\$2.59

NEW LOW PRICE! Hard sole made of non-skid leather. Fine leather uppers. For Baby's first steps. *Sizes 2, 3, 4, 5. Please state size. Shpg. wt. pair 6 oz.*
29 D 5807—White
Pair..... \$1.49

CUT-OUT VAMP SANDAL with non-skid leathersole. Cool, comfortable for Summer wear. Fine quality leather uppers. White. Washable. *State size 2, 3, 4, 5. Shpg. wt. pair 8 ounces.*
29 D 5803—Pair.. \$1.98

SADDLE OXFORDS of sturdy elk-tanned leather. Hard, non-skid soles. *Sizes 2, 3, 4, 5. State size. Shipping weight pair 9 ounces.*
29 D 5818—White with brown saddle.
Pair..... \$2.29

MOCCASIN-STYLE SHOES. Plenty of "wiggle-room" for toes. Made of sturdy elk-tanned leather. Non-skid leather soles. White. *Sizes 2, 3, 4, 5. Please state size. Shpg. wt. pair 6 oz.*
29 D 5842—Pair.. \$1.98

WASHABLE ELK-TANNED leather shoe with non-skid sole of sturdy leather. Well made for proper foot support. Blucher vamp. *State sizes 2, 3, 4, 5. Shpg. wt. pair 8 oz.*
29 D 5841—White
Pair..... \$2.59

LOOK at the patented heel-and-sole design on these snug, hand-lasted moccasins. See how one continuous piece of flexible leather extends around the heel and up the back... for greater comfort, better fit, longer wear. White elk-tanned leather. *Sizes 2, 3, 4, 5. State size. Shipping weight pair 8 ounces.*
29 D 5804—White..... Pair \$3.49

INFANTS' GOODS

WATERPROOF

Koroseal*

heavy gauge wonder-plastic in matched prints on plump cotton filled NURSERY PADS

- KOROSEAL colors and designs won't rub off
- KOROSEAL is acid-resistant
- KOROSEAL is stain-resistant
- KOROSEAL cleans with the whisk of a damp cloth

A \$1.15
Walker Pad

B \$3.98
Ruffled Play Yard Pad

D \$2.79
Ruffled Crib Bumper

C \$1.98
Ruffled High Chair Pad

F \$1.59
Basket Pad

E \$2.79
Carriage Pad

HONEY SUCKLE
THE RIGHT WAY
TO SAY
INFANTS' WEAR
AND ACCESSORIES

G \$3.98
40x40 in.

H \$3.49

J \$2.29

A WALKER PAD. Print inside, solid color outside. Ties to walker with tapes. Shpg. wt. 12 oz. 29 D 5596—Light blue... \$1.15 29 D 5597—Pink... 1.15

B PLAY YARD PAD. Reversible. Pink border, blue ground print on one side; blue border, pink print on reverse. Size about 40x40 in. Wt. 4 lbs. 8 oz. 29 D 5585... \$3.98

C HIGH CHAIR PAD. Print inside, solid outside. Ties with tapes. Shpg. wt. 1 lb. 12 oz. 29 D 5592—Light blue... \$1.98 29 D 5593—Pink... 1.98

D 3-PC. CRIB BUMPER. Print inside, solid outside. Ties to crib with tapes. Wt. 3 lbs. 2 oz. 29 D 5594—Light blue... \$2.79 29 D 5595—Pink... 2.79

E CARRIAGE PAD. Print one side, solid on reverse. Abt. 16x34 in. Shpg. wt. 2 lbs. 9 oz. 29 D 5579—Light blue... \$2.79 29 D 5580—Pink... 2.79

F BASKET PAD. Print on one side, solid on reverse. Size abt. 13x27 in. Shipping weight 2 lbs. 5 oz. 29 D 5598—Light blue... \$1.59 29 D 5599—Pink... 1.59

*Trade Mark B. F. Goodrich Co.

HONEY SUCKLE PLAY YARD PADS

plump-filled with soft, fluffy cotton for baby's comfort, fit play yards on page 40.

G "NO-DRAFT" pad covers bottom, 4 sides of yard. Waterproof printed plastic inside; solid plastic on reverse and sides. Assorted designs. Cotton felt filled. Size 40x40 in. Wt. 5 lbs. 3 oz. 29 D 5493—Blue... \$3.98 29 D 5494—Pink... 3.98

Special Size 38½x38½ in. Shipping wt. 4 lbs. 14 oz. 29 D 5591—Blue... \$3.79 29 D 5575—Pink... 3.79

H WATER-RESISTANT COATED COTTON FABRIC in assorted nursery patterns... plump-filled with pure cotton felt. Easy to clean with damp cloth. Size about 40x40 in. Shipping wt. 3 lbs. 3 oz. 29 D 5520—Light blue... \$3.49 29 D 5521—Pink... 3.49

J WATERPROOF plastic play yard pad. Reversible; solid color on one side... contrasting center on reverse. Cotton filled. Size 40x40 in. Shpg. wt. 3 lbs. 3 oz. 29 D 5497—Blue... \$2.29 29 D 5498—Pink... 2.29

Easy Terms on inside back cover



HONEY SUCKLE HIGH CHAIR PADS

\$2.39 Water-resistant

3-PIECE SET. Safety belt, in crumb catcher bib. Water-resistant cotton; cotton filled. Shpg. wt. 2 lbs. 12 oz. 29 D 5485—Bright red 29 D 5449—Light blue 29 D 5450—Pink Each... \$2.39

\$1.89 Cotton covered

WATER-RESISTANT COATED COTTON, cotton filled. Assorted designs. Ties to chair with tapes. Shipping weight 2 pounds 2 ounces. 29 D 5518—Light blue 29 D 5519—Pink Each... \$1.89

\$1.19 Waterproof Plastic

WATERPROOF plastic, ruffle trimmed, filled with cotton felt. Ties to high chair with tapes. Shipping weight 2 pounds 2 ounces. 29 D 5495—Light blue 29 D 5496—Pink Each... \$1.19



NURSERY PADS covered with water-resistant cotton

K BASKET PAD... cotton felt filled water-resistant cotton, assorted prints. Size 13x27 in. Shpg. wt. 2 lbs. 11 oz. 29D5491—Lt. blue \$1.49 29D5490—Pink... 1.49

L CARRIAGE PAD. Cotton filled water-resistant cotton, assorted designs. Size abt. 16x34 in. Shpg. wt. 4 lbs. 2 oz. 29D5487—Pink... \$2.59 29D5486—Lt. blue 2.59

M WALKER PAD. Tape ties. Water resistant cotton, cotton filled. Shipping weight 1 lb. 3 oz. 29 D 5568—Light blue nursery print... 98c

N TOILET SEAT PAD... cotton filled; water-resistant cotton. Assorted prints. Shpg. wt. 14 oz. 29 D 5534—Med. blue 79c 29 D 5535—Pink... 79c

\$2.49 Set
P 3-PIECE "No Bangs" crib set helps protect baby from bumps, drafts. Ties securely to crib. Cotton felt filled, covered with water-resistant cotton. Reversible. Clean with damp cloth. Shipping weight 5 lbs. 4 oz. 29 D 5500—Light blue 29 D 5501—Pink Each... \$2.49

\$1.69 T
Cotton Crepe

\$2.49 R
Plastic

\$2.98 S

Basket sold on page 40

\$4.29 V
Plastic

LINERS designed to dress up baby's basket

R 5-INCH clear plastic ruffle edge printed with lace pattern on quilted plastic lining. Size abt. 13x27 in. Shpg. wt. 14 oz. 29 D 5581—Light blue \$2.49 29 D 5582—Pink... 2.49

S QUILTED PLASTIC lining with hood. Shipping weight 1 pound. 29 D 5508—Light blue \$2.98 29 D 5509—Pink... 2.98

T RUFFLED BASKET LINING of soft cotton crinkle crepe. Easy to keep clean. Washable... needs no ironing... saves mother time and trouble. (Basket and pad are not included.) Size 13x27 inches. Shipping weight 8 ounces. 29 D 5452—Light blue 29 D 5451—Pink Each... \$1.69

V Full-skirted basket liner of waterproof plastic. 5-inch printed lace-effect ruffle around edge and bottom. Size about 13x27 inches. Shipping weight 1 pound 10 ounces. 29D5540—Light blue 29D5541—Pink Each... \$4.29



HONEYSUCKLE
THE RIGHT WAY
TO SAY
INFANTS' WEAR
AND ACCESSORIES

HONEYSUCKLE WATERPROOF PLASTIC COVERS for crib mattresses

- Made of lightweight, transparent film
- Help keep mattresses dry, clean, sanitary
- Protect crib, springs . . resist acids, food.
- Easy to keep clean . . hand washable

\$1.69

\$2.49

Covers Top, bottom and sides. Straps on one end, elastic at other. Size 27x52 in. Shpg. wt. 14 oz.
29 D 5460—Light blue.....\$1.69
29 D 5461—Pink.....1.69

Zipper cover encloses entire mattress . . top, bottom, ends and sides. 36-inch zipper. Size 29x52x 4 1/2 inches. Shipping weight 1 pound 2 ounces.
29 D 5586—Clear white.....\$2.49

When used with pyroxylin-coated mattresses, plastic covers should be removed and aired regularly



HONEYSUCKLE WATERPROOF SHEETINGS reduce mother's washday work

2-PLY SYNTHETIC RUBBER

2-ply synthetic rubber cloth crib sheets. Heavyweight, waterproof. Resists oils, acids, stains and foods. Washable. Color White.
18x27-inch size. Shpg. wt. each 8 oz.
29 D 5571—Each...35c
2 for.....68c
27x36-inch size. Shpg. wt. each 14 oz.
29 D 5572—Each...63c
2 for.....\$1.23
36x54-inch size. Wt. each 1 lb. 6 oz.
29 D 5573—Each...\$1.23
2 for.....\$2.42

TRANSPARENT PLASTIC

Lightweight, clear white crib sheets. Eyelets for tape ties. Resists acids, stains, food . . waterproof. Hand wash.
18x27-inch size. Shpg. wt. each 3 oz.
29 D 5553—Each 25c
2 for.....48c
27x36-inch size. Shpg. wt. each 6 oz.
29 D 5554—Each...45c
2 for.....88c
36x54-inch size. Shpg. wt. each 15 oz.
29 D 5556—Each...74c
2 for.....\$1.44

COATED FLANNELETTE

Waterproof synthetic Rubber on one side for protection from liquids, foods. Reverse surface softly fleeced. Boilable. Color White.
18x27-inch size. Shpg. wt. each 6 oz.
29 D 5565—Each...45c
2 for.....88c
27x36-inch size. Shpg. wt. each 12 oz.
29 D 5566—Each...79c
2 for.....\$1.55
36x54-inch size. Shpg. wt. 1 lb. 8 oz.
29 D 5567—Each...\$1.47
2 for.....\$2.89

KLEINERT QUILTED RUBBER

Kleinert's pads, quilted air-filled rubber. Soft, waterproof. Protects baby's bedding and crib. Hand wash. Flesh color.
18x18-in. size. Shpg. wt. each 9 oz.
29 D 5456—Ea...57c
2 for.....\$1.12
18x27-in. size. Shpg. wt. each 11 oz.
29 D 5457—Ea...73c
2 for.....\$1.43
27x36-in. size. Wt. each 1 lb. 2 oz.
29 D 5458—Ea...\$1.39
2 for.....\$2.73



79c

\$1.59

PROTECT your baby from insect pests with FITTED COTTON NETS for carriage or crib

Creeping, crawling and flying insects or spiders are enemies of your baby's health, comfort, cleanliness and rest. Take no chances . . keep both crib and carriage covered when out-of-doors. Both styles of fitted net are made of fine mesh cotton mosquito netting. Washable. White.

C Fits standard size baby carriages. Size about 54x60 inches. Elastic all around the bottom. Shipping weight 4 oz.
29 D 5445.....79c

D Covers top and all 4 sides of standard size crib. Elastic at ends. Size about 32x58 in. . . 36 in. deep. Shpg. wt. 8 oz.
29 D 5429.....\$1.59

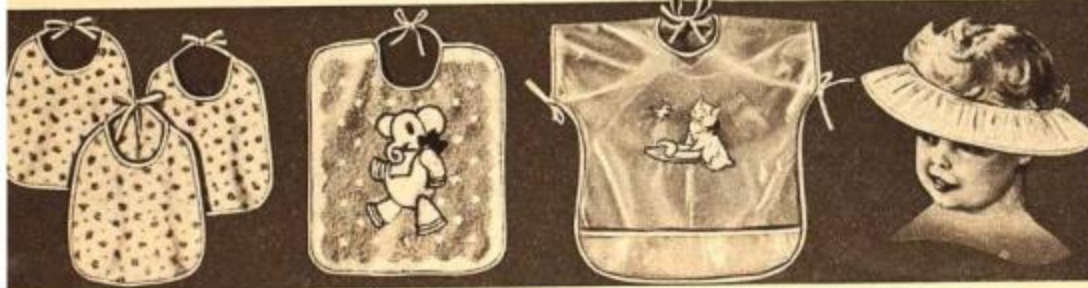
HONEYSUCKLE QUILTED COTTON PADS

36c 15x17 in.
Thrift Quality

Sears offers two qualities, each in 5 popular sizes . . all filled with bleached white cotton . . soft, comfortable, absorbent. All are white, washable.

Thrift Quality Cotton
15x17 in. Shipping weight each 4 ounces.
29 D 5430—Each...36c
2 for.....70c
17x18 in. Shipping weight each 6 ounces.
29 D 5431—Each...45c
2 for.....88c
17x30 in. Shipping weight each 8 ounces.
29 D 5432—Each...73c
2 for.....\$1.43
27x34 in. Shipping weight each 14 ounces.
29 D 5433—Each...\$1.27
34x52 in. Shipping weight 1 pound 13 ounces.
29 D 5434—Each...\$2.35

Best Quality Cotton
15x17 in. Shipping weight each 6 ounces.
29 D 5446.....45c
2 for.....88c
17x18 in. Shipping weight each 8 ounces.
29 D 5447.....55c
2 for.....\$1.06
17x30 in. Shipping weight each 11 ounces.
29 D 5448—Each...89c
2 for.....\$1.73
27x34 in. Shipping weight 1 pound 2 ounces.
29 D 5438—Each...\$1.59
34x52 in. Shipping weight 2 pounds 2 ounces.
29 D 5439—Each...\$2.85



NURSERY AIDS for baby's comfort and mother's ease

3 for 35c

FLANNELETTE BIBS in assorted prints. Double faced. Washable. Size abt. 7x8 in. Shpg. wt. 3 oz. for 3.
29 D 5230—Set of three bibs.....35c

3 for 87c

TERRY COTTON BIB, hand printed. Washable. Size 11x11 inches. Shipping wt. each 2 oz.
29 D 5226—Light blue
29 D 5227—Pink
3 for.....87c

3 for \$1.17

PLASTIC BIB. Waterproof. Hand wash. Size 17x14 inches. Shipping weight each 2 oz.
29 D 5251—Light blue
29 D 5252—Pink
3 for.....\$1.17

49c

SHAMPOO GUARD. Waterproof plastic, protects eyes. Rubber stripping fits any head size. Hand wash. Shipping wt. 2 oz.
29 D 5277—White 49c

HARNESSES for baby's safety

Good 89c Our Best \$1.45
A ADJUSTABLE metal buckles. Detachable leader for walking. Light tan. Shipping weight 11 ounces.
Good Quality Leather
29 D 5269.....89c
Our Best Leather
29 D 5265.....\$1.45

\$1.25

B SLEEPING HARNES. Straps buckle under mattress; harness fits over baby. Cotton webbing; washable. White. One size, adjustable up to 2 years. Shipping wt. 7 oz.
29 D 5261.....\$1.25



You can buy all the things your baby needs at one time and add new things as you need them. See inside back cover for complete details of Sears Easy Payment plan.

INFANTS' GOODS



NURSERY NEEDS FROM SEARS . . Guaranteed to give you Service and Satisfaction

TRIPLE-COATED PORCELAIN ENAMEL TUB for baby's bath. Eliminates tire-some bending for Mother. Place it at any height desired on table or chair. Heavy-gauge steel, covered with 3 coats durable, white baked-on enamel. Seamless. Hole for hanging.
8 D 02000—Standard 15-quart size, 20½x16x5½ in. Shipping weight 5 lbs. **\$1.98**
8 D 02157—25-quart size, 25½x18½x6½ in. Shpg. wt. 8 lbs. **2.79**



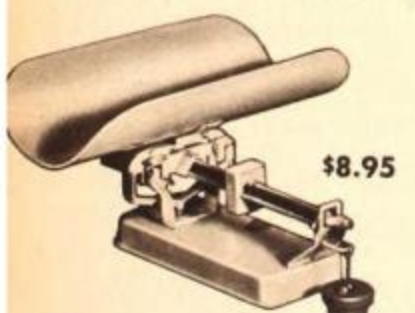
\$3.69

HONEYSUCKLE BABY SCALE. Keep track of baby's weight with this scale . . . reasonably priced, yet accurate, long-wearing. Spring-type mechanism weighs to 24 lbs. (markings every 2 oz.) . . . is fully enclosed to keep dust out. Plastic-covered dial in steel base. White enamel finish. Tray 20x9¾ in. Shipped with tray off . . . easy to attach.
11 D 07885—Shpg. wt. 5 lbs. . . . **\$3.69**



\$5.69

DE LUXE HONEYSUCKLE BABY SCALE. Stronger than scale above . . . and more comfortable for baby. Removable tinted terry cloth cover keeps tray warmer, softer. Enclosed spring-type mechanism weighs to 24 lbs. by 2 oz. markings. Metal and plastic, finished in pink or blue with saucy nursery design. Tray 18½x10½ in. State color.
11 D 07887—Shpg. wt. 7 lbs. . . . **\$5.69**



\$8.95

DETECTO BEAM-TYPE SCALE. Weighs with greater precision than scales above. Mechanism is adjustable . . . you can be sure of scale accuracy before every use. Markings every ½ ounce to 30 lbs. Heavy metal base 13½x6 in. 19½x10½-in. tray. Ivory enamel finish—baked on, easy to clean, sanitary. Partly assembled. (Shpg. wt. 15 lbs.)
11 D 07886—Postpaid **\$8.95**

34 . . SEARS-ROEBUCK

A FOLDING BATHTUB FOR BABY . . converts into a comfortable bed for him, too. This sturdy floor model can be folded to only 5x36x5 inches, for traveling or storage. You'll take it with you wherever you take baby . . it's so compact when folded, so lightweight to carry. Excellent for crowded living quarters, as it doubles for baby's bath and his nap, too. Made of soft, pliable, white waterproofed fabric. Easily cleaned by washing with soap and water. White enameled wood frame is metal-braced. Stands firmly on floor with no tip-over danger. 36x16x22 inches high when opened. Baby's comfort is always assured, at home or away, with this portable bathtub-bed.
8 D 02011—Shpg. wt. 8 lbs. **\$1.98**

B BATH SPRAY FOR BABY. About 5 ft. of rubber tubing. State blue or pink.
8 D 6505—Shpg. wt. 12 oz. **89c**

C BABY BATH THERMOMETER in fish design with rubber "fin." Eliminates guessing about temperature of baby's bath. Nursery colors. Enameled wood, it floats. 4½x2½ inches. Inexpensive, but useful shower gift. Shpg. wt. 9 oz.
8 D 2149 **\$1.39**

D 3-INCH COTTON SWABS in DECORATED GLASS JAR. Shpg. wt. 1 lb.
8 D 2135 300 in jar **75c**
8 D 2673—Sterilized cotton swabs. Shpg. wt. 8 oz. Pkg. of 500 . **79c**
Shpg. wt. 1 lb. 2 pks. (1000) **\$1.39**

E MUSICAL "LULLABY LAZY-LITE." Ideal night light for baby. Tip shade to light two 7-watt bulbs. Plays "Rock-a-bye Baby." Story book included. Boxed. 7x4½x3¼ in. State pink or blue plastic. 110-120 volt AC or DC.
8 D 2027—Shpg. wt. 1 lb. 2 oz. . . **\$6.79**
8 D 2028—Same as above, but without music. Shpg. wt. 1 lb. **\$3.79**

F MUSICAL BABY ALBUM of white embossed imitation leather. Plays "Rock-a-bye Baby" or "Brahms' Lullaby." State choice. 8¾x11¼ in.
8 D 7021—Shpg. wt. 2 lbs. . . . **\$7.50**

G TRAY AND JAR SET includes a pastel plastic tray, 12x8½ inches, with wells for pins, etc. and 4 decorated glass jars with pastel plastic tops. Large jar contains 300 cotton-tipped swabs. 3 jars are empty.
8 D 2283—Shpg. wt. 4 lbs. 6 oz. **\$2.95**

H SHATTERPROOF PLASTIC NURSERY SET of TRAY AND 4 JARS. Tray 11x7 in. 4 jars, each 3½x2½x2½ in., marked "Nipples," "Swabs," "Boric," "Cotton." State color pink or blue.
8 D 2286—Shpg. wt. 1 lb. 4 oz. . . **\$1.98**

J WRISLEY'S BUBBLE BATH for children. Animal picture on each package. Assorted scents. Gift box. Enough in each envelope for one bath.
8 D 4987E—Postpaid. (Shipping weight 12 ounces.) . . 12 envelopes **71c**

K CRYSTAL-CLEAR LUCITE BRUSH AND COMB SET for baby. Silky-soft nylon bristles, easy to wash. Comb and brush each 5½ inches long.
8 D 6359—Shpg. wt. 6 oz. **Set 69c**

L SHIP-SHAPE BABY BRUSH. Practical for baby's bath . . fun as a floating toy. Red and white plastic boat-design top is 4½ inches long. 4 rows of soft nylon bristles.
8 D 6424—Shpg. wt. 4 oz. **79c**

Items with catalog numbers ending in "E" have 20% tax added to price. If government reduces or discontinues tax after catalog goes to press, we will refund accordingly.



BABY RECORD BOOKS, FRAMES

M STORY OF OUR BABY for keeping a record of baby's first five years. 24 illustrated pages cover every big event . . . birthdays, first words, first steps, etc. Padded rayon moire cover, 8½x7 inches. Shpg. wt. 12 oz.
3 D 6092—Blue **98c**
3 D 6093—Pink **98c**

N BABY'S BOOK. 54 loose-leaf pages . . . 30 white with color illustrations; 24 grey for photographs. Practical washable imitation leather cover, 7¼x10¼ inches. Shipping wt. 1 lb. 3 oz.
3 D 6088—Blue **\$1.60**
3 D 6089—Pink **\$1.60**

P BABY'S DAYS AND BABY'S WAYS. Records all important events of childhood. 24 decorated pages. Rayon moire padded cover with lovely hand-painted design. 10x8 in. Shpg. wt. 1 lb. 3 oz.
3 D 6096—Blue **\$1.90**
3 D 6097—Pink **\$1.90**

R MUSICAL "OUR BABY" Book with name printed in gold. Lift the cover and hear the sweet strains of "Rock-a-bye Baby." 60 white pages for pictures and records. 10 printed in gold and illustrated. Washable artificial leather cover. Size 9¾x13 in. Please print name (maximum 18 letters); state color: pink, blue. (Wt. 3 lbs. 6 oz.) Shipped from N. Y. factory.
3 DR 6026F—Postpaid. **\$6.50**
As above, but with white washable imitation leather cover, 7½x12 in. 72 white pages (8 illustrated). Name in gold. Postpaid. (Wt. 2 lbs. 4 oz.)
3DR6025F—Print name. **\$3.95**

V BABY PHOTO FRAME. Imitation leather with gold color trim. Holds one 8x10-in. and four 3¼x4¼-in. photos. Non-breakable windows. Shpg. wt. 1 lb. 6 oz.
3 D 6090—Blue **\$1.30**
3 D 6091—Pink **\$1.30**

CARDS

S ANNOUNCE BABY'S ARRIVAL. 24 beautiful announcement cards with matching envelopes. In pastel colors suitable for both boys and girls. There is a pretty design highlighted with foil trim. Space is provided for baby's name, weight, date of arrival and other data. About 3¼x3¼ in. Shpg. wt. 8 oz.
3 D 5612 24 cards **55c**

T 30 ANNOUNCEMENT CARDS in soft pastel colors. Each with a lovely design and appropriate verse announcing the arrival. Popular French four-fold style with space inside for baby's name, weight, date of birth, and other information. 30 rich-looking cards, size 4½x4½ inches, with 30 envelopes to match. You'll be delighted with this fine card . . . especially low priced. Shpg. wt. 10 oz.
3 D 5611 30 cards **69c**

FIRST "READING"

W PLASTIC BOOKS. Every child should have a set of these for his first picture books. Made of soft clean plastic that takes all the tearing and chewing baby can give it. Wash and sterilize them—colors are harmless and won't rub off. 10-page books 5x7½-in. Large print and big gay illustrations. Shipping wt., set, 6 ounces.

The first set includes "Baby's Farm" which pictures familiar barnyard animals; and "Baby Takes a Walk" with city scenes.
3 D 1918 2 books for **89c**

The second set includes "Baby's Mother Goose" and "Baby's Room."
3 D 1913 2 books for **89c**

X 3 CLOTH BOOKS crowded with big color pictures. Tiny hands won't tear pieces from these books or get them too smudged to read. Sturdy cloth that can be washed with mild soap and tepid water. Colors are harmless. "Around the Farm," "Baby's First Book," "Farmyard Friends"—each has 8 pages 6½x9-in.
3 D 1600—Wt. 14 oz. **Set \$1.39**



HONEYSUCKLE BABY NEEDS

The name HONEYSUCKLE on the baby needs you buy, is your assurance of dependability and fine quality. Backed by Sears famous guarantee of satisfaction, Honeysuckle products are your best buy for the nursery, where the best is always so important.

- A** HONEYSUCKLE ANTISEPTIC BABY OIL. Fine quality. Giant 16-oz. bottle, a nursery necessity at a truly economical price.
8 D 2158E—Shpg. wt. 2 lbs. 2 oz. 16-oz. bottle... 89c
- B** HONEYSUCKLE BABY POWDER. 10-oz. size.
8 D 2177E—Shpg. wt. 1 lb. 12 oz. 2 for 89c
- C** BATH LAVETTE. Handy basket with Honeysuckle baby items; 4 1/4 oz. baby powder; 1/4-lb. absorbent cotton, 4-oz. boric acid powder, U.S.P.; 6-oz. baby oil, 3 cakes baby castile soap; 100 cotton-tipped swabs. Ivory-enameled fiber basket, wood bottom (14 1/2 x 11 x 4 1/2 in.). 13c Fed. tax included.
8 D 2206E—Shpg. wt. 5 lbs. Complete \$3.49
8 D 2111—BASKET ONLY. Shpg. wt. 2 lbs. 98c
- D** HONEYSUCKLE BABY CASTILE SOAP. Mild.
8 D 2022—Shpg. wt. 2 lbs. 6 oz. 8 bars 79c
- E** SEARS APPROVED STERILIZED COTTON BALLS. Box of 200 medium-sized balls. Shpg. wt. 1 lb.
8 D 2662 2 boxes 89c



BABY FOODS... AIDS for serving baby's food easier

- F** KANANA BANANAS. Dehydrated banana flakes. Add liquid. Use as beverage or on cereal for baby.
8 D 2272—Shpg. wt. 1 lb. 4 oz. 2 (5 1/2-oz.) cans 98c
- G** SMA BABY FOOD. Special food formula.
8 D 2235—Shpg. wt. 1 lb. 10 oz. 1-lb. can \$1.08
8 D 02234—Save 60c; Buy in quantity. Shipping weight 14 lbs. 12 cans 12.36
- H** MEAD'S DEXTRI-MALTOSE No. 1. With sodium chloride. For infants' diets.
8 D 2244—Shpg. wt. 6 lbs. 14 oz. 5-lb. can \$2.79
- J** SIMILAC BABY FOOD. Powdered modified milk product. Shpg. wts.: 1 lb. 7 oz. and 15 lbs.
8 D 2238 1-lb. can 93c
8 D 02222—Buy in quantity.
12 (1-lb) cans \$11.16
- K** PLASTIC FEEDING TRAY WITH CUP. Efficient way to feed baby. Divided into four sections, three for food, one for cup. 13 1/2 x 7 1/2 in. State pink or blue.
8 D 2068—Shipping weight 1 lb. 98c
- L** NURSERY CHEF. Warms food right in feeding tray, keeps food from chilling, if baby "dawdles" while eating. Reduces dishwashing. Plastic tray has 4 food sections and cup. Fits on aluminum base which holds water. Detachable plastic handle. 11 in. long.
8 D 2242—Shpg. wt. 1 lb. 10 oz. \$2.79

- M** "PUPPY TU" FEEDING SET. Lustrex plastic set of 3-in. high tumbler, spoon, fork, and 5-in. diam. bowl with puppy's head clamped to side. Insert spoonful of food into puppy's mouth. Food goes back into bowl. Puppy's appetite encourages baby to eat.
8 D 2029—Shpg. wt. 1 lb. Gift box 93c
- N** MUSICAL DRINKING GLASS FOR BABY. Plays merry melody when glass is lifted. Pink plastic glass has amusing nursery designs. Blue metal base.
8 D 7077—7 in. high. Shpg. wt. 9 oz. \$3.95
- P** BABY SIZE DOUBLE BOILER. Tri-coat white enamel. 5 1/4 in. high.
8 D 2001—Shpg. wt. 1 lb. 2 oz. 98c
- R** THREE-SECTION WHITE POTTERY FEEDING DISH. Aluminum base holds hot water, to keep food warm while baby eats. 8-in. diam.
8 D 2019—Shpg. wt. 2 lbs. 3 oz. \$3.49
- S** "CARRYKIN" BABY FOOD CARRIER. Bag of quilted vinyl plastic has Fiberglas insulation. Keeps milk warm or cool for hours. Lightweight, with zip top and shoulder strap. Holds one bottle and other feeding needs. Waterproof, stainproof. You'll carry it wherever you take baby—traveling, visiting, or shopping. State color: Kelly green or royal blue.
8 D 2016—Shpg. wt. 10 oz. Bottle not included \$1.98



NURSERY NEEDS... for baby's comfort, health... dependable, economical

- T** RUBBER SHEETING. Flannelette-covered on both sides. White. Boilable.
8 D 2078—12x14 inches. 2 for 59c
8 D 2079—18x27 inches. 2 for \$1.45
8 D 2080—27x36 in. Shipping weight 1 pound 6 oz. Each 1.45
8 D 2082—36x45 in. Shpg. wt. 2 lbs. Ea. 2.39
- V** GOODRICH KOROSEAL CRIB SHEETS. White, opaque film, resists acids and alkalis, waterproof, oilproof, greaseproof, stainproof, and solvent proof. Soft, pliable, easily cleaned. Will outwear baby's need for it. Won't crack, peel.
8 D 2044—27x36 in. Shpg. wt. 8 oz. 69c
8 D 2047—36x36 in. Shpg. wt. 10 oz. 83c
8 D 2049—36x54 in. Shpg. wt. 1 lb. \$1.15

- W** GOODYEAR PLIOFILM NURS-REE-ROLL. Soft, transparent film is durable, flexible, non-chafing, can be washed, sewn. Use over diapers, for bibs, diaper bags. Use wide width for crib mattress cover. Serrated dispenser box.
8 D 2062—Roll 12 in. wide x 60 ft. long. Shpg. wt. 9 oz. Roll 95c
8 D 2064—Roll 24 in. wide x 40 ft. long. Shpg. wt. 1 lb. 4 oz. Roll \$1.65

- X** UMBILICAL TRUSS. For navel rupture. Cotton elastic. Even sizes 12 to 24 inches. Measure snugly around body at navel. State measurement.
8 D 1323—Shpg. wt. 4 oz. \$1.89
- Y** SAFETY SCISSORS. For baby's nails. Nickel-plated carbon steel. Safety-rounded point. Fully ground blade.
8 D 2054—3 1/2 in. Shpg. wt. 3 oz. \$1.39
- Z** BABY THERMOMETERS. Set of 3. One for room (3 1/2 in.), one for milk (10 1/2 in.), one for bath (4 in.).
8 D 2121—Shpg. wt. 12 oz. Set \$1.89
- AA** WHIRL-PULL FEVER THERMOMETER. Mercury comes down without shaking. Oral or rectal use. Case.
8 D 2594—Shpg. wt. 3 oz. \$1.19

- BB** BREAST PUMP. Helps start flow of milk. 1 1/2 oz. capacity.
8 D 2466—Shpg. wt. 10 oz. 59c
- CC** INFANT SYRINGES. For enemas. Rubber bulb. Hard rubber pipe.
8 D 2301—4 oz. bulb. Shpg. wt. 5 oz. 45c
- DD** HOT WATER BOTTLE. 8x4 1/2 in. Pint size. State pink, blue.
8 D 2437—Shpg. wt. 10 oz. 69c

- EE** NESTLE'S BABY HAIR TREATMENT. Massage into scalp, increase curliness of baby's hair. Makes 1 qt. solution.
8 D 2254E—2-oz. Postpaid \$1.18
- FF** MENNEN'S BABY OIL. Shpg. wts. 2 lbs. 2 oz.; 4 lbs. 5 oz.; 1 lb. 5 oz.
8 D 2168E—12-oz. bottle \$1.18
8 D 2170E—29-oz. economy size \$2.38
8 D 2136E—Mennen's oil with lanolin. 16-oz. bottle \$1.18
- GG** JOHNSON'S BABY OIL. 8D2185E—5-oz. size. Wt. 13 oz. 59c
8D2100E—12-oz. size. Wt. 2 lbs. 6 oz. \$1.18
- HH** JOHNSON'S BABY POWDER. 9-ounce size.
8 D 2182E—Postpaid 2 for \$1.18
- JJ** JOHNSON'S BABY LOTION. 8D2190E—12-oz. size. Shipping weight 1 pound 8 ounces \$1.18
- KK** MENNEN'S BABY POWDER. 9-ounce size. Rattle-top can.
8 D 2160E—Postpaid 2 for \$1.18
- LL** JOHNSON'S BABY CREAM. 8 D 2180E—2 1/2 oz. size. Postpaid 2 for \$1.18
- MM** JOHNSON'S BABY SOAP. 5 bars 8D2184—Wt. 1 lb. 10 oz. 5 for 95c

- NN** JOHNSON'S BABY GIFT BOX. Includes 1 cake baby soap, 2 1/2-oz. baby cream, 1 1/2-oz. baby oil, 4 1/2-oz. baby powder. Attractively boxed. 19c Fed. tax included in price.
8 D 2195E—Postpaid \$1.34
- PP** MENNEN'S BABY GIFT BOX. Includes 1 cake baby soap, 1/2-oz. baby cream; 2-oz. baby oil, 4-oz. baby powder; 100 cotton-tipped applicators. Boxed. 17c Fed. tax included.
8 D 2083E—Postpaid \$1.52
- RR** JOHNSON'S DELUXE GIFT BOX. 1 cake baby soap; 2 1/2-oz. baby cream; 5-oz. baby oil; 9-oz. baby powder; 5-oz. baby lotion; 54 sterile double-tipped cotton tips. Postpaid.
8D2189E—50c Fed. tax included \$3.45

Postpaid items on these two pages are not for sale outside the continental limits of the United States. Items with catalog numbers ending in "E" have 20% Federal tax included in the price (unless otherwise stated). If the government reduces or discontinues tax after catalog goes to press, we will refund accordingly.

INFANTS' GOODS



HONEYSUCKLE FORMULA EQUIPMENT STERILIZER

Complete hospital-type outfit enables you to efficiently sterilize all your formula equipment by steam at one time, including cover which can then be used as sterile mixing bowl. Polished aluminum sterilizer and cover have black plastic handles. Overall height 9 3/4 inches. Aluminum rack holds 8 bottles. Nipple jar with perforated sterilizing and sealing covers. Nylon-bristled bottle brush. Stainless steel tongs. 8-oz. measuring cup. Funnel with strainer. Measuring spoons. Buy the complete set or just the sterilizer and rack.

Include these in your next Easy Payment order. Pay for them as you use them.
 8 D 2017—COMPLETE SET . . . Shpg. wt. 5 lbs. 8 oz. **\$4.95**
 8 D 2018—STERILIZER AND RACK ONLY. Shipping weight 4 pounds 8 ounces. **4.49**

STERILIZERS FROM SEARS . . Guaranteed to Satisfy

A It's a Sterilizer! It's a Steam Cooker! **\$2.98**
 It can be used for canning purposes!

This all-round utensil is made of pure hard aluminum, and sterilizes 7 nursing bottles and a nipple jar at one time. A handy wire bottle rack, with handle, fits inside the sterilizer. Steam valve on cover to determine the boiling point. When baby outgrows the bottle, the sterilizer is still a valuable utensil with countless uses in the kitchen . . . for cooking or canning. 9 3/4 inches high, 8 1/2-inch diameter. Directions included. (Bottles and nipple jar not included).

8 D 2113—Shipping weight 3 pounds. **\$2.98**
 8 D 2112—Rack only. Shpg. wt. 1 lb. **69c**

B STAIN-RESISTANT PORCELAIN ENAMEL STERILIZER. Gleaming white steam sterilizer. Operates quickly, efficiently. Has tight-fitting cover and convenient side handles. 9 3/4 inches high. 9 3/4-inch diameter. Heavy metal rack provides space for 7 bottles and has space in center for nipples and caps. Bottles and nipples are not included.

8 D 2076—Shipping weight 3 lbs. 12 oz. **\$2.19**

C RACK-TYPE STERILIZER. Large pan in base of rack holds boiling water; sterilizes bottles and nipples at same time. Metal tube extends inside each bottle, carrying live steam to inner surfaces. Aluminum sterilizer includes 2-cover nipple jar (one plain and one funnel cover). Rack is 8 1/4 inches in diameter and holds 6 standard-size bottles. Bottles are not included.

8 D 2009—Shipping weight 2 pounds. **\$2.69**

D 3-PIECE FORMULA OUTFIT. Quart (32 oz.) glass pitcher made of heat-resistant glass. Graduated measurements in color. Glass funnel, aluminum strainer insert. Nylon-bristled bottle brush. Shpg. wt. 3 lbs.

8 D 2278—COMPLETE SET for only **\$1.39**

8 D 2279—PITCHER ONLY. Shpg. wt. 2 lbs. 2 oz. **.73c**

8 D 2277—FUNNEL AND STRAINER. Shipping weight 9 ounces. **2 for 29c**

8 D 2115—BRUSH ONLY. Shpg. wt. 4 oz. Each **45c**

You "Buy now—pay later" when you use Sears Easy Payment Plan. See details on inside back cover



COMPLETE FORMULA LAYETTE

Sears now offers you complete equipment for preparing baby's food . . . all in one package. Sterilizer is made of 16-gauge polished aluminum, has 8-quart capacity. Close-fitting cover will not blow off. Gauge whistles as sterilization takes place. Overall height 9 3/4 inches. Diameter 8 3/4 in. Space for nipples. Heavy 8-bottle rack is stain-resistant copper, nickel-plated. Glass nipple-container with perforated sterilizing cover and solid sealing cover. Quart measuring pitcher made of heat resistant glass . . . graduated in color. Glass funnel with aluminum strainer insert. Stainless steel tongs for lifting hot baby bottles. Aluminum measuring spoon set. Wooden mixing spoon. 8 Evenflo nursing units, consisting of six 8-ounce nursing units and two 4-ounce nursing units (nursing unit is bottle, nipple, cap, disc). Nylon-bristled bottle brush. Nylon-bristled nipple brush. Fine-mesh strainer. Order this set when you need it—add to your Easy Terms order—and pay as you use it.
 8 D 02002—COMPLETE SET . . . Shpg. wt. 11 lbs. . . . **\$9.49**

Our Midseason Spring Catalog will list additional seasonal items for all your family. Watch for it!

Sears famous guarantee of quality makes "mail-ordering" a dependable effortless way to shop

36 . . SEARS, ROEBUCK AND CO. ©

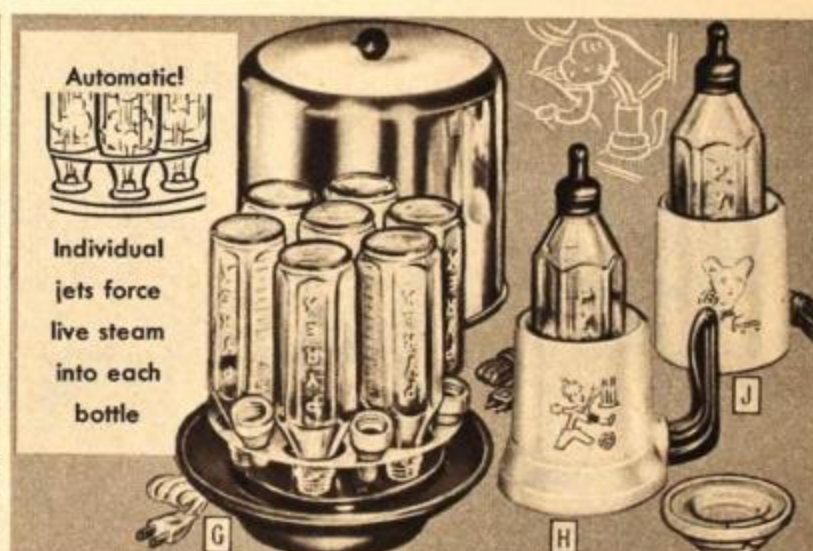


BABY HAMPER

E Just right for baby's laundry . . . makes a fine gift. Scores of tiny holes in porous weave provide ventilation, keep air stirring through laundry. Sturdy wood frame. Wood veneer cover coated with shining marbled pyralin. Cute nursery design. 8x11 1/2x17 1/2 in. State pink or blue. Shipping weight 6 pounds.
 11 D 07257 **\$3.39**

FLOOR MAT

F Springy, comfortable—ideal for baby's nursery. Cushions your feet, keeps water off floor while you're bathing him. Rubber. Non-slipping, ends won't curl up. Dainty baby design in center—won't wear off. Please state color wanted: pastel blue, green, tan or black. Shipping weight 2 pounds 12 oz.
 11 D 7594—19x32 in. . . . **\$1.69**



ELECTRIC BOTTLE STERILIZER and Warmers

- The safe, sure, modern way to prepare baby's bottles quickly, easily
- Kenmore quality. They're electric for convenience, less bother
- They shut off automatically! Just plug them in, need no watching

G KENMORE STERILIZER. Uses live steam **\$4.79**
 —the safest, surest way to sterilize, recommended by doctors and nurses. Forces steam into every inch of each bottle.

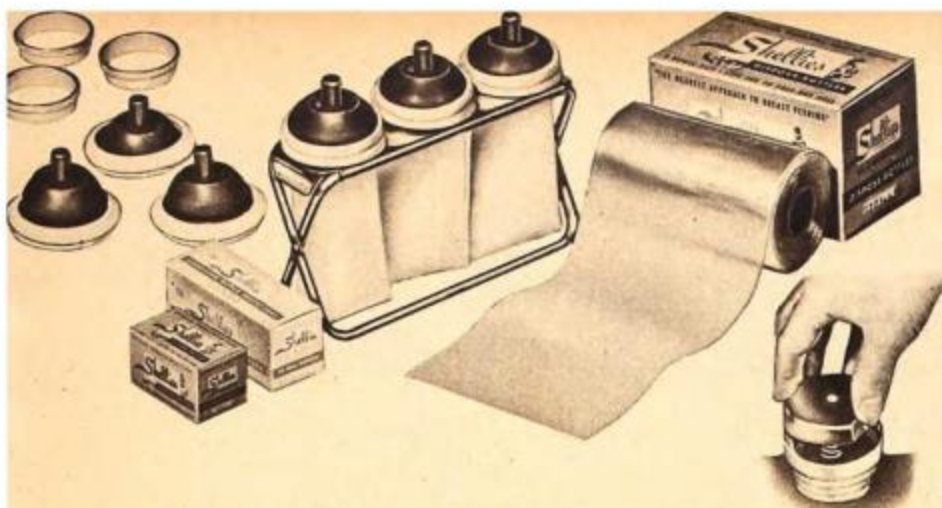
Saves time because it's automatic. All you do is plug it in, anywhere; add water and put bottles, nipples, caps and funnel in place. When sterilizing is finished, electricity shuts off automatically.

Sterilizes 7 bottles, 12 nipples, 12 caps and funnel (not included). Lightweight plastic base (odorless) with metal rack and aluminum cover. It's easy to handle and easy to clean. Complete with attached cord. Operates on 110-120 volts, 25 to 60 cycles, AC only. Uses 550 watts. Diam. 9 in., height 10 1/2 in. Shpg. wt. 3 lbs. 12 oz.
 34 D 6854—UL approved. . . **\$4.79**

H OUR BEST KENMORE AUTOMATIC **\$2.49**
 BOTTLE WARMER WITH VAPORIZER. Just plug it into any outlet, add water to base as directed. Bottle is heated by steam. When bottle is finished heating, electricity shuts off automatically. Deep porcelain heating well warms bottle uniformly. Cool plastic handle. Vaporizer attachment for treating colds, etc. is included. Complete with attached cord. Bottle is not included. For 110-120 volts, 25-60 cycles AC only. UL approved. 350 watts. Shpg. wt. 3 lbs. 12 oz.

34 D 6857 **\$2.49**

J LOWER-PRICED KENMORE AUTOMATIC BOTTLE WARMER. Similar to above but without vaporizer and does not have handle.
 34 D 6864—Shpg. wt. 3 lbs. . . **\$1.79**



SENSATIONAL SHELLIE NURSER with Disposable Plastic Bottles Pre-sterilized, vacuum-free!

Last Fall
Price Was
~~\$6.75~~

\$4.95
Nurser Kit

Shellie Dispo-Bottles are the amazing plastic film bottles that come in a roll, sealed at 4-oz. or 8-oz. intervals. Snip off as needed, use once, discard! No more washing, no more sterilizing. Bottles collapse as liquid is withdrawn, eliminating air colic caused by vacuum formed in rigid bottles. No more "burping" baby during feedings.

Shellie's Natural-Action Nipple of pure gum rubber has broad, natural contour that simulates nature. Bottles are placed in light-weight metal rack for filling... and complete unit stored in refrigerator until feeding. Heat penetrates plastic in seconds, to warm bottles for feeding.

Note the price reductions on the Nurser Set, Nurser Kit and Dispo-Bottles.

8D2086—Reduced! NURSER-KIT: Two 3-bottle racks, expander (to open bottles for filling), 6 nurser units (8D2089 below), roll (65) 8-oz. plastic Dispo-Bottles, roll cellophane nipple protectors. Shpg. wt. 2 lbs. 2 oz. Complete. Was \$6.75! Now... **\$4.95**

8D2085—Reduced! NURSER SET: 3-bottle rack, expander, roll nipple protectors, 3 nurser units, roll (100) 4-oz. bottles. Shpg. wt. 1 lb. 3 oz. Complete... Was \$3.59. Now **\$2.95**

8D2084—Reduced! ROLL OF 100 (4-oz.) Plastic Dispo-Bottles. Shpg. wt. 5 oz. Was 95¢! Roll **89c**

8D2088—Reduced! ROLL OF 65 (8-oz.) Plastic Dispo-Bottles. Shpg. wt. 5 oz. Was 95¢! Roll **89c**

8D2089—NURSER UNIT: inner and outer locking rings, nipple, plastic cover ring. Shpg. wt. 3 oz. Complete **57c**

8D2090—STERILE CELLOPHANE NIPPLE PROTECTORS. 250 in roll. Shpg. wt. 5 oz. Roll **45c**

8D2091—NATURAL-ACTION NIPPLES of pure gum rubber. Shpg. wt. 3 oz. 2 in box **36c**



EVENFLO ALL-IN-ONE NURSER



\$2.00 Set of 8 nurser

America's most popular nurser, Evenflo, is now available in famous heat-resistant Pyrex, an outstanding combination of utility and durability, needed in every nursery.

Evenflo "breathes as it feeds" to give the utmost in feeding comfort. A valve prevents nipple's collapse, so baby can nurse with ease. Nipple can be sealed inside bottle.

Nurser includes bottle, cap, nipple, and disc. Postpaid.

8D2123—LAYETTE PACKAGE OF 8 NURSING UNITS. Consists of six 8-oz. nurser for round-the-clock feeding and two 4-oz. nurser for orange juice or water. Boxed. Set of 8 nurser... **\$2.00**

8 D 2151—Nurser (8-oz. regular bottle) 4 for **\$1.00**

8 D 7828—Nurser (8-oz. Pyrex bottle) 4 for **\$1.60**

8 D 2156—Nurser (4-oz. regular bottle) 4 for **1.00**

8 D 7824—Nurser (4-oz. Pyrex bottle) 4 for **1.60**

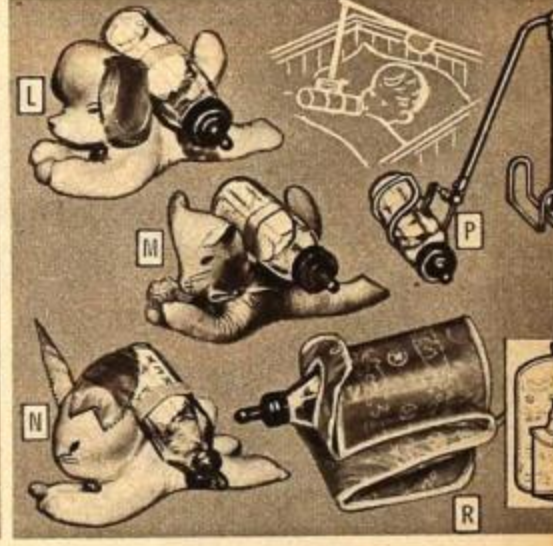
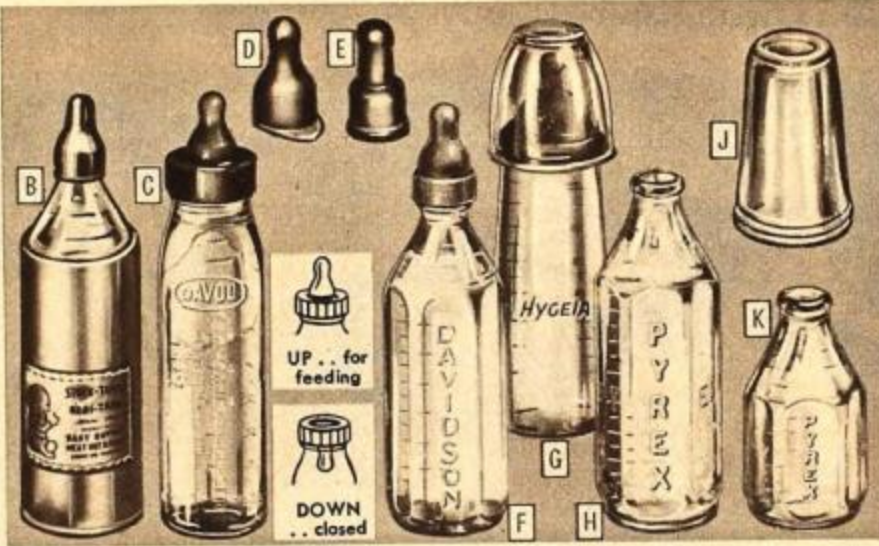
8 D 2152—Cap and Disc... 6 for **60c**

8 D 2153—Nipple... 6 for **60c**

8 D 2155—8-oz. regular bottle... 6 for **60c**

8 D 7829—8-oz. Pyrex bottle... 6 for **\$1.50**

8 D 2143—EVENFLO BRUSHLESS BOTTLE CLEANER. Pure powder won't injure rubber nipples. Postpaid. 2-lb. box... **98c**



BOTTLE WARMERS . . FAMOUS BABY BOTTLES . . NIPPLES

A **ELSIE'S BOTTLEMASTER**, efficient holder, insulated with Fiberglas that keeps baby's bottle warm or cold 4 hours. Take with you when traveling, or use for night feedings. Made of pliable plastic fabric, Elsie's Bottlemaster is decorated with drawings of the famous Elsie and Beauregard. Drawstring closure. Holds one bottle (not included). State color pink or blue. 8 D 2192—Shipping wt. 4 oz. **93c**

B **REDI-TAIN**. Rigid plastic holder is insulated to keep baby's bottle warm or cool, as desired, for 4 hours. Excellent for night feedings. 9 in. long. Holds one bottle (not included). 8 D 2133—Postpaid... 2 holders **98c**

C **DAVOL "ANTI-COLIC" NURSER**. Includes slender 8-oz. bottle, nipple, cap, disc. Postpaid. 8D2093—Nurser complete 6 for **\$1.75**

D **DAVOL SANI-TAB NIPPLES** for narrow mouth bottles. 8 D 2258—Postpaid... 12 for **\$1.08**

E **DAVOL ANTI-COLIC NIPPLES**. Black. For narrow-mouth bottles. 8 D 2271—Postpaid... 12 for **72c**

F **DAVIDSON NO-COLIC NURSING UNIT**. 8-oz. narrow-mouth bottle, screw-on nipple, cap. Postpaid. 8 D 2140—4 complete sets... **\$1.04**

G **HYGEIA NURSING SET**. 8-oz. wide-mouth bottle, nipple, and Steri-Seal glass cap. Shpg. wt. 3 lbs. 8 D 2116—4 complete sets... **\$1.08**

HYGEIA WIDE-MOUTH 8-oz. BOTTLES only. Use nipples 8D2145 (below). Shipping weight 2 lbs. 4 oz. 8 D 2255... 6 for **79c**

HYGEIA NIPPLES (not illustrated). For bottles 8D2255 (listed above) only. Shipping weight 10 oz. 8 D 2145... 6 for **99c**

H **PYREX BABY BOTTLES**. 8-oz. narrow-mouth size. Heat-resistant. 8 D 2154—Postpaid... 5 for **\$1.00**

J **STERI-SEAL GLASS CAPS**, for narrow mouth bottles. 8D2179—Shpg. wt. 10 oz. 12 for **90c**

K **PYREX BABY BOTTLES**. 4-oz. narrow-mouth size. 8 D 2130—Postpaid... 6 for **90c**

BABY BOTTLE HOLDERS

These cunning animal figures hold bottle comfortably in position while baby feeds. Easy-to-wash pink or blue plastic cover. Smart gift for baby. Bottle not included.

L 8 D 2098—"PUPPYKIN." 10½ inches long. Please state color pink or blue. Shpg. wt. 12 oz. **\$1.39**

M 8 D 2274—"PUSSYKIN." 10½ inches long. Please state color pink or blue. Shpg. wt. 12 oz. **\$1.39**

N 8 D 2097—"BUNNYKIN." 10½ inches long. Please state color pink or blue. Shpg. wt. 12 oz. **\$1.39**

P **E-Z BOTTLE HOLDER**. Easily attached to top of crib or carriage, or high chair. Holds bottle at proper angle while baby feeds. Adjustable. Made of metal. 24 inches long. Bottle not included. 8 D 2298—Shipping weight 10 ounces... **\$1.89**

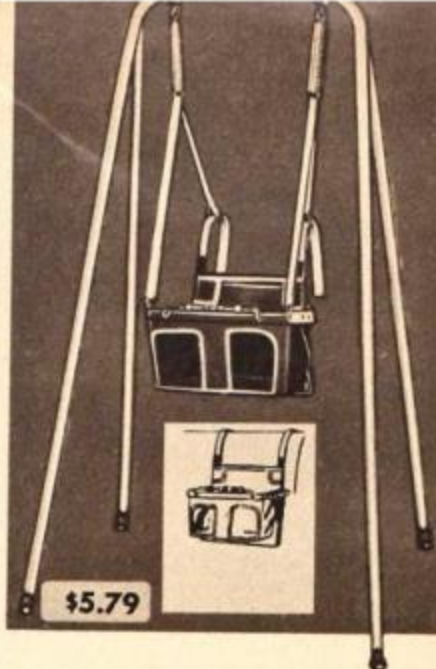
R **KEEP-WARM THERMATIC NURSER**. Insulated to keep bottle warm. Also holds bottle as baby eats. Lightweight with zipper top. Plastic fabric with nursery designs. Holds one bottle (not included). Outside pocket. State pink or blue. 12 inches long. Boxed. 8 D 2287—Shipping weight 8 ounces... **\$1.79**

Items with catalog numbers ending in "E" have 20% Federal tax included in price. If the government reduces or discontinues the tax after this catalog goes to press, we will refund accordingly.

Postpaid items not for sale outside continental limits of U. S. A.

PCBMN PAGE 37 . . BABY NEEDS

BABY GOODS



TOTSEAT AND SWINGS . . bouncing action and exercise that wee ones love. Designed for baby's comfort, your convenience . . tested for strength and safety . . guaranteed to give you complete satisfaction.

- Designed for use in auto or at home . . indoors or out
- Keeps baby happy . . provides healthful exercise
- Foot tray lets baby kick feet yet protects your floors

"TOTSEAT," GIVES ROCKING CHAIR ACTION. Lets babies bounce and rock to their heart's content . . all by themselves. Makes fine auto seat too . . base fits between car seat cushions. Bright, non-poisonous play beads and jingle bells add to baby's fun. Steady metal base is extra wide to help prevent tipping. Balanced spring frame adjusts to weight of child for proper support. Removable seat and play tray of strong, washable cotton fabric; white with contrasting binding. 21 inches long by 24 inches high overall. Very easy to set up . . all bolts included. Frame has ivory-color enamel finish.

79 D 06915—Shpg. wt. 9 lbs. **Only \$4.49**

49 D 6916—EXTRA CLOTH SEAT AND PLAY TRAY. Order one to use when other seat and tray are being laundered. Shipping weight 5 ounces. **\$1.55**

- Portable stand for indoor-outdoor use
- Rubber-covered hooks for auto use
- Safety strap helps keep baby secure

COMBINATION SWING-AUTO SEAT WITH STAND. Remove seat from strong web suspension straps . . you have a fine auto seat for baby. Durable cotton; neatly bound edges. Wood arm rests; safety strap; bright, non-poisonous play beads. Steel frame of seat has adjustable extension to keep seat level in car. 7-in. deep seat has removable fiberboard insert. 14½ x 11½ in. overall. Web suspension straps; steel springs. Steel stand, enameled gray, has rubber tips. Easy to put together with just one bolt . . easily taken apart to carry in car.

79 D 06941—About 52 inches high. Shipping weight 15 pounds. **\$5.79**

A REDUCED—DE LUXE SWING WITH EXERCISER-FOOTREST. Enameled wood footrest suspended from 2 springs . . lets baby rest feet or stretch legs for healthful exercise. Square top helps prevent tangling of suspension straps. Washable cotton seat and tray over strong steel frame. Bright, non-poisonous play beads. Web suspension straps, safety hook, steel spring. For babies up to 18 months old. Hanger not included . . we suggest you order swing hanger below for greatest convenience and safety. Shpg. wt. 2 lbs. 4 oz.

49 D 6933—Swing without hanger. **\$2.19**

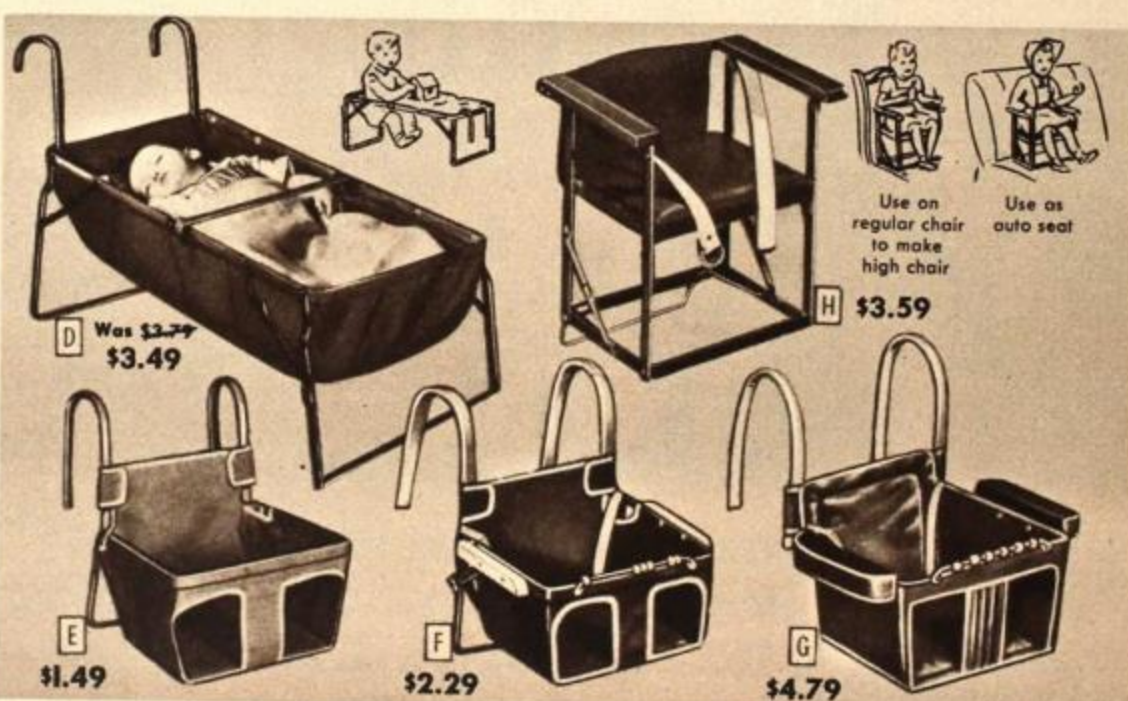
C LOW-PRICED BABY SWING. Square top helps prevent tangling of straps. Washable bleached cotton; steel frame. Web suspension straps, safety hook, steel spring. Non-poisonous play beads. Hanger is not included. Shipping wt. 1 lb. 8 oz.

49 D 6931 . . . **\$1.49**

B STEEL HANGER FOR SWINGS ABOVE. Designed for safety and convenience. Hang swing in any doorway . . no holes to bore, no hooks to screw in. Rubber-tipped arms grip wall over molding. Hook on swing fits in hole on bottom of clamp. Holds tight by spring tension.

49 D 6934—11 inches long. Shpg. wt. 14 oz. **75c**

Sears offers you a complete selection of baby needs in this catalog; just look in the index



CONVERTIBLE AUTO BEDS, SEATS . . keep baby happy and safe while riding in the car

PRICE CUT—DE LUXE AUTO BED-SEAT WITH PAD. Extra roomy (full 16 in. deep). Lets baby enjoy comfort of home wherever you go. Use as auto bed . . bassinet when visiting . . play chair . . auto seat. Has plump, cushiony pad of water-repellent plastic, filled with soft cotton felt. Made of durable cotton over a sturdy steel frame. Rubber covered steel hooks protect auto upholstery. Legs fold for storage. Enameled wooden arm rests. Safety strap protects baby in any position. 31x14½x16 inches high. Assorted colors.

79 D 06921—Shpg. wt. 10 lbs. **\$5.69**

D PRICE CUT—AUTO-BED—PLAY CHAIR. Serves a double purpose. Use it "as is" for long trips or for family outings; as a play chair with seat for use at home. Water-repellent cotton fabric over a sturdy steel frame. The legs fold . . the safety strap protects baby. About 30½ x 14½ x 14½ inches high. Assorted colors. Shpg. wt. 8 lbs.

Was \$3.79.
79 D 06920 **\$3.49**

E NEW! GOOD—AUTO SEAT. Low-priced but high quality. Don't confuse with inferior auto seats that only appear to be its equal. Adjustable extension keeps seat level in car. Gray cotton fabric, bound edges; steel frame. Enameled hangers. Fiberboard seat insert easily removed for cleaning or drying. 12½ x 10½ in. overall. Seat 7 in. deep.

49 D 6908—Folds. Wt. 3 lbs. 9 oz. **\$1.49**

F BETTER—AUTO SEAT. Has adjustable extension and removable fiber seat insert as above, plus rubber-covered hangers, play beads, arm rests and safety strap. Blue cotton fabric, bound edges; steel frame. 14½ x 11 in. overall; 7-in. deep seat.

49 D 6905—Folds. Wt. 4 lbs. 6 oz. **\$2.29**

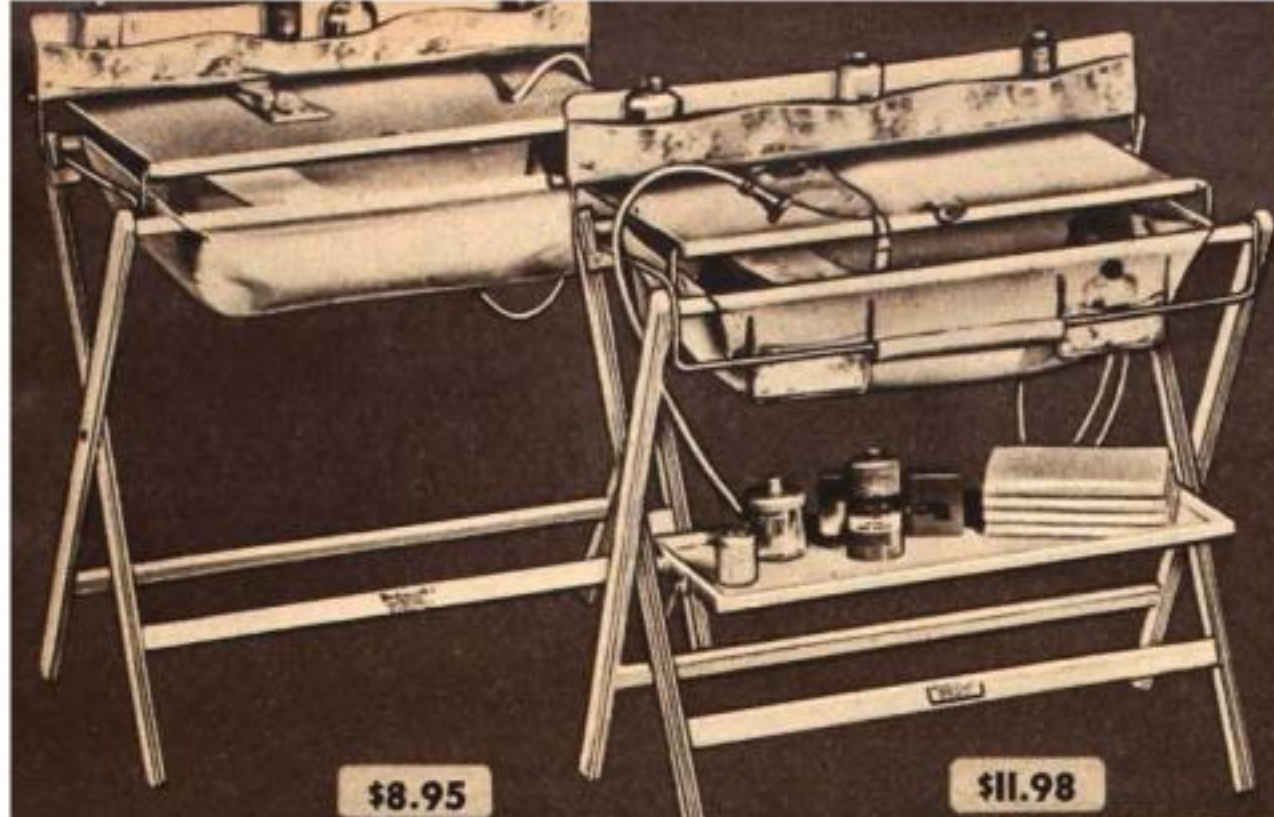
G BEST—AUTO SEAT. Completely padded with soft cotton. Durable plastic-coated fabric inside and out . . wipes clean in a jiffy. Neat piping and binding. Rubber-covered hangers, safety strap, play beads. Strong steel frame. Rigid fiber seat insert is removable. 15½ x 11½ in. overall. Seat 7 in. deep.

49 D 6906—Assorted colors. Wt. 5 lbs. **\$4.79**

H NEW—TRAVEL SEAT, for tots up to 4 years. Seats child comfortably at window level. Wire anchor holds securely between car cushions. When visiting, use it on chair to form high chair. Seat and back of dark blue plastic; wipes clean. Padded seat. Enameled wood arms and foot rest. Safety strap. Seat 11x9 in., 8½ in. from floor. Folds for handy storage.

49 D 6937—Shpg. Wt. 8 lbs. **\$3.59**

Heard about the American Peoples Encyclopedia? Learn what it can mean to your children . . see index for Encyclopedia page.



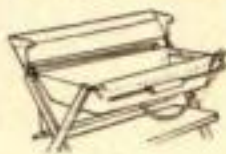
\$8.95

\$11.98

All 3 Bathinette* have these exclusive features



Patented Bathinette* 2-position hammock with headrest elevates and holds baby's head during bath. Leaves both your hands free... less bending over.



Exclusive Bathinette* dressing table slides behind tub... can't fall down during bath. May be rocked forward with a touch to cover tub.



Bathinette* dressing table is flexible... has no wooden rails at the ends where baby's head or feet may strike. Gives your baby extra safety.



Foot-control... just step on foot pedal to raise or lower dressing table



NEW FOOT-CONTROL

Bathinette*

*Trade-Mark Reg. U. S. Pat. Off.

...Magnesium frame

...super strong yet lightweight

\$14.95

Designed to save you money. Fits in small mailable carton. No high freight or express rates to pay.

BATHINETTE* convenience and safety features make baby bathing so much easier

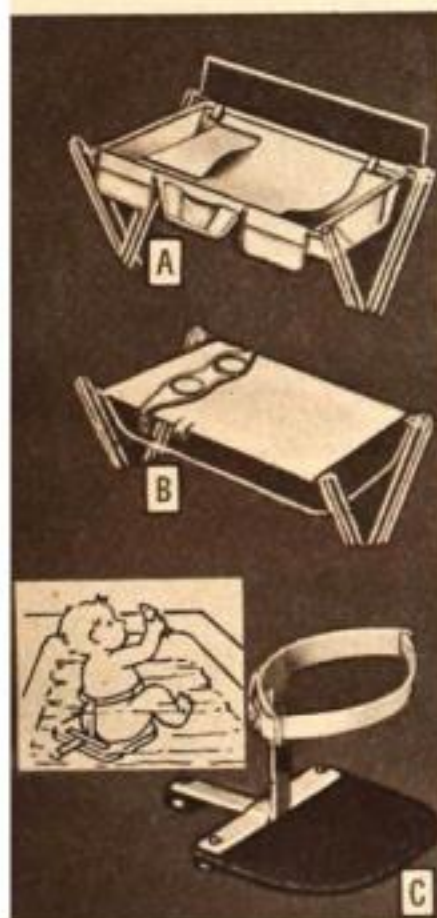
GOOD—ECONOMY BATHINETTE*. Foot end of hammock can be put in high or low position with one hand. Dressing table lifts and lowers easily... top of durable cotton fabric, can be removed for laundering. 3 pockets on splashguard hold many bath needs. Hammock and tub of rubber coated fabric. Tub has soap pocket and drain hose. Wood frame, enameled white. 36x20x41 in. high overall. Folds. Freight or express. 79 DM 7054—Shpg. wt. 15 lbs.... \$8.95

BETTER—BATHINETTE* WITH TOILET TRAY AND RUBBER SPRAY. All features of economy Bathinette*... plus dressing table top of rubber-coated fabric, easier to clean... plus towel bar, 5 pockets, toilet tray to keep bath needs near at hand... plus pin tray that's handy for mother yet out of baby's reach... plus rubber spray to rinse baby and fill tub. Tray of Masonite Presdwood. Wood frame, enameled white. 36x20x41 in. high overall. Folds. Freight or express. 79 DM 7051—Shipping weight 20 pounds..... \$11.98

Why wait any longer to enjoy the convenience of a Bathinette? Don't wait... use SEARS Easy Terms. See inside back cover.

BEST—FOOT-CONTROL BATHINETTE* WITH MAGNESIUM FRAME. Built for long service plus the utmost in bathing convenience. Has all convenience features of better Bathinette* at left... plus foot-control dressing table that leaves both your hands free to hold baby... plus super-strong, gleaming magnesium frame. Magnesium is lightweight and extremely durable... will last for years. Can take hard knocks, yet its shining beauty remains unmarred. 36x20x41 in. high overall. Folds compactly. Shipped with snap-on leg extensions to save you high freight or express rates. Sets up in 30 seconds without tools.

79 D 07060—Shpg. wt. 19 lbs. Mailable..... \$14.95



Carry in small box

BATHINETTE* ACCESSORIES, TABLE TUBS

A BATHINETTE* REPLACEMENT KIT. Tub, rubber hose. Hammock, headrest of rubber-coated fabric. Ties to frame. Instructions. 49 D 7041—Wt. 3 lbs. 2 oz.... \$5.59

B DRESSING TABLE TOP. Rubber-coated fabric. Safety strap. 49 D 7040—Shpg. wt. 12 oz.... \$1.25 (A) and (B) fit only Bathinette* BATHINETTE* CLEANER. 12 oz. jar. 49D7038—(Not shown) Wt. 2 lbs.. 49c BATHINETTE* RUBBER SPRAY AND HOSE. (Not shown) Fits all faucets. 49 D 7039—About 69 in. Wt. 12 oz. 75c

C ANCHORETTE. Attaches to bottom of big tub with suction cups. Holds baby securely on sponge rubber cushion. Safety belt; enameled metal frame. 8½ in. wide. 49 D 7061—Shpg. wt. 1 lb.... \$1.79

D BUDGET-PRICED TABLE TUB WITH HAMMOCK. Fine for small apartments... saves space. Has hammock to support baby properly. Tub of heavy, waterproofed material; drain hose. Rigid white enameled steel frame; rubber-tipped legs to protect table. Size about 30x16x9½ inches overall. Folds. 79 D 07069—Shpg. wt. 6 lbs.... \$4.98

E NEW—VINYLITE COLLAPSIBLE TABLE TUB. Use at home... or especially convenient when traveling or visiting. Two tubes of clear 12 gauge Vinylite sealed together to form cushiony side-walls. Each tube has screw type valve with positive shut-off. Inflates by mouth. Deflated tub folds compactly. About 27x16x5½ inches deep overall when fully inflated. 49 D 7070—Shpg. wt. 1 lb. 5 oz.... \$2.98

FOLDING SAFETY GATES

F Help you to keep your "little explorer" within safe limits... save you trouble of constant watching! Use on porches, across doorways, windows and staircases. Seasoned wood, sanded and varnished. Safety lock. 33½ in. high. Shpg. wts. 4, 5, 6 lbs. 79 D 06981—For openings 4-ft. or less... \$1.49 79 D 06982—For openings 3-7 ft.... \$1.98 79 D 06983—For openings 6-10 ft.... 2.39

LOW-PRICED BABY TOYS

G PLASTIC MUSICAL RATTLE. Makes melodious tinkling sound when baby shakes it. Baby colors. 49 D 4428—6¾ in. long. Shpg. wt. 6 oz.... 47c

H WHISTLING RUBBER DOG. Whistles when he's squeezed. Molded of pliable, soft rubber with fine details; realistic colors. About 5½ in. high. Makes an ideal crib companion. 49 D 4409—Shpg. wt. 6 oz.... 63c

J INFLATED RUBBER BALLS. Youngsters go for the bright embossed faces on these frisky balls. Painted in gay colors. 49D4488—Rover-the-Pup. 5½ in. Wt. 1 lb.. 69c 49D4487—Tommy Boy. 3½ in. Wt. 6 oz.... 27c

NURSERY NEEDS

K HOT WATER PLATE. Has compartment for hot water to keep baby's food warm throughout meal. Cream-color glazed porcelain with gay nursery decorations. 8-in. diam. plate, 3 sections for food; cork stopper. 49 D 4508—Shpg. wt. 3 lbs.... \$1.98

L "DUCKY CLIPS" PLASTIC BLANKET FASTENERS. Keep baby's blankets securely in place. Make sure he's snugly covered at all times. Spring-action jaws of ducks close firmly, lock easily. Ribbons for tying to crib. Washable plastic; assorted colors. 49 D 4442—Shpg. wt. 4 oz.... Pair 89c

M WOOD NURSERY STOOL. Has steady base. Helps tots reach wash basin, etc. Enameled in pastel colors, gaily decorated. 12½x6½x6½ in. high overall. Easy to set up. Screws included. 49 D 6912—Shpg. wt. 2 lbs. 12 oz.... \$1.49

N CHAMBER. Durable plastic, easy to clean. Wide rim. Pastel colors. 6½-in. diam. 49 D 4526—Shpg. wt. 12 oz.... 65c



HAPPY TIME de luxe

Walker-Stroller



Handle has collapsible wire holder for shopping bag, packages

Foot pan folds under seat

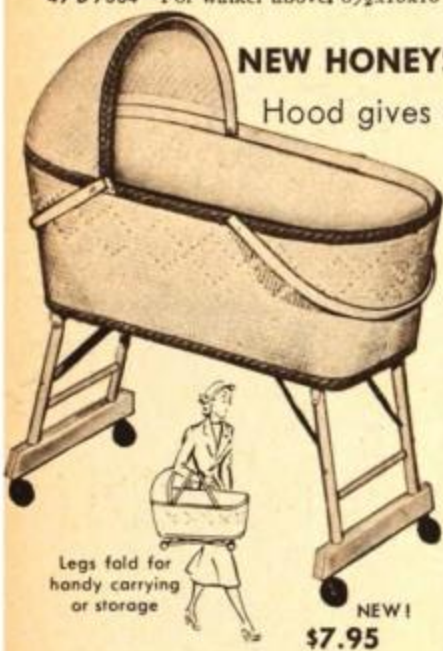
Handle folds forward

\$10.69

• A snap to convert in a jiffy... no parts to detach
• Easy to handle... has large 5 1/2-in. ball-bearing wheels
Easy to convert. Simply fold handle forward... fold foot pan back... presto, you have a walker. No parts to detach. Shaped wood seat is suspended between springs to cushion shocks. Steel; dark red enamel finish. Handle and protective rail of nickel-plated tubular steel. 5 1/2-in. ball-bearing wheels, 3/4-in. rubber tires. Rubber covered front and rear bumpers. Play tray, non-poisonous beads. Mailed with wheels and bumper off... easy to attach. *Prices cut.*
79 D 07530—29 3/4 in. long overall. Handle 34 1/2 in. high. Wt. 24 lbs. \$10.69
SHOPPING BAG. Hooks on handle. Cotton. Wt. 2 lbs. 2 oz.
49 D 7504—For walker above, 8 1/2 x 13 x 16 in. deep. Was \$2.49... 1.98

NEW HONEYSUCKLE BASKET

Hood gives extra protection



Legs fold for handy carrying or storage

NEW!
\$7.95

Hood shields your baby from drafts and glare... adjusts to any position with handy wing nut. Basket and hood of loom-woven fiber. Basket lined with smooth sheet fiber. Wood-reinforced sheet-fiber bottom. Has reinforced edges decorated with braid trim. Braced hardwood legs have big, 2-inch rubber casters for smooth, quiet rolling; broad 16-in. base for stability. Legs fold for use in auto or storage. Basket about 33x18 in. wide overall at top, 11 1/2 in. deep. Smoothly finished in sparkling white enamel... your choice of blue or pink trim. *Please state trim color you want.* Legs easy to attach. *Mailable.* Shpg. wt. 14 lbs.
79 D 07088... \$7.95

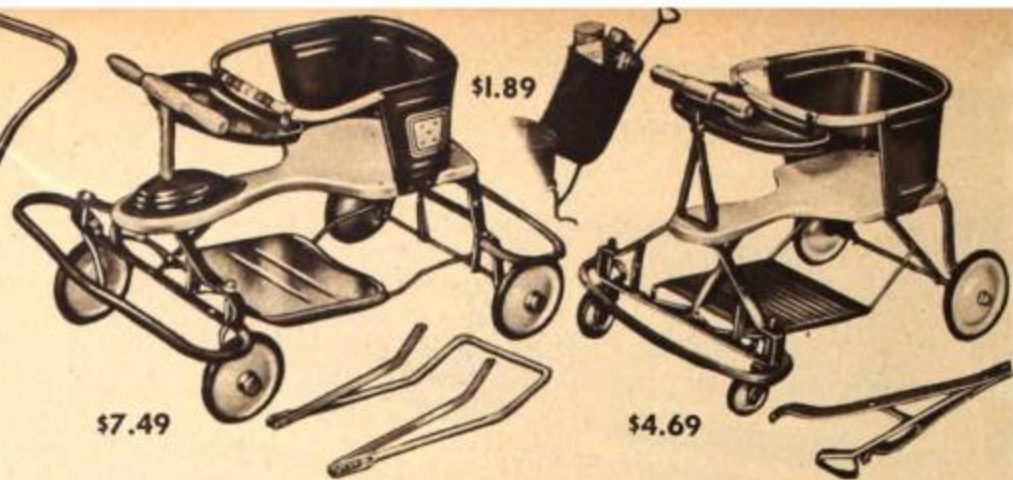
STEP-FOLD PLAY YARD



Easy to fold. No strenuous back-bending; simply step on foot pedal and push sides together with your fingertips

\$15.95

• Easy to fold... just open safety catch, step on pedal
• Sturdy construction... sides of extra heavy slats
Saves you time and effort. Helps guard baby while you are busy. No more strenuous back-bending when you want to fold it. Built of strong, seasoned wood with glossy varnish finish. Floor of tough Masonite Presdwood, reinforced with wood. Staunch corner post legs; 5 smooth-rolling swivel casters (1 in center) raise floor 4 1/2 in. help protect baby from dirt, drafts. Gay-colored, non-poisonous play beads. No assembling necessary; parts securely hinged.
79 DM 7013—39x41x28 in. high. Freight or express. Wt. 39 lbs. \$15.95
79 DM 7002 (Not shown.)—Same as above without step-fold feature 40x40x29 in. Floor raised 6 in. Freight or express. Wt. 39 lbs. \$12.98



\$1.89

\$7.49

\$4.69

WALKER-STROLLERS... guaranteed for long, hard wear

WALKER-STROLLER WITH COMFORTABLE TUBULAR STEEL HANDLE, play beads. Coil spring on rear axle cushions shocks. Remove handle and foot pan to convert to walker. Steel; shaped wood seat and handle. Easy-rolling 5 1/2-inch double-disc wheels, rubber tires. Rubber-covered front and rear bumpers. Play tray with non-poisonous beads. Blue and ivory enamel finish. Comfortable tubular steel handle, 35 1/4 inches high, folds. 28 in. long overall. *Mailable.*
79 D 07510—Easy to assemble. Wt. 21 lbs. \$7.49

THRIFT-PRICED WALKER-STROLLER. Even at this low price Sears guarantees you sturdy construction and complete satisfaction. Remove foot pan, handle to convert. Steel, enameled blue and ivory-color; wood seat, grip. Rubber-tired wheels; 5 1/2-in. rear, 2 3/4-in. front. Rubber-covered front bumper. 22 1/4 in. long overall. Handle 31 in. high.
79 D 07520—Easy to set up. Wt. 14 lbs. \$4.69
COTTON SHOPPING BAG. Fits 2 walkers above.
49 D 7503—12x8 1/2 x 14 in. Wt. 1 lb. 2 oz. \$1.89



\$6.49

Legs fold for handy storage or carrying



A \$3.98

Was \$3.49
B \$3.49

Stand folds flat for handy storing

BABY BASKETS, BASKET STAND... for home and auto

NEW—HONEYSUCKLE WOVEN FIBER BASKET WITH HARDWOOD LEGS. Loom-woven fiber basket. Wood-reinforced sheet fiber bottom. 2 carrying handles. Reinforced legs have quiet, 1 1/2-in. swivel casters; wide 16-in. base. Basket about 33x18 in. wide at top, 11 1/2 in. deep. Smoothly finished in white enamel.
79 D 07089—Shipping weight 13 lbs. \$6.49
REDUCED—THRIFT-PRICED BABY BASKET WITH HARDWOOD LEGS. (Not shown.) Peach-basket weave (V-bias splint) with wood-reinforced sheet fiber bottom. 2 carrying handles. Hardwood legs have smooth-rolling swivel casters, fold for storage. Basket about 32 1/2 x 18 in. wide at top, 11 1/2 in. deep. White enamel finish.
79 D 07076—Shpg. wt. 12 lbs. (was \$5.69) \$5.49

A NEW—HONEYSUCKLE WOVEN FIBER BASKET. Loom-woven fiber basket with sturdy reinforced sheet fiber bottom. 2 carrying handles. About 33x18 in. wide at top, 11 1/2 in. deep. Smoothly finished in white enamel.
79 D 07090—Shipping weight 8 lbs. \$3.98
REDUCED—THRIFT-PRICED BABY BASKET. (Not shown.) Peach-basket weave, reinforced fiber bottom. 2 carrying handles. About 32 1/2 x 18 in. wide at top, 11 1/2 in. deep. Enameled white.
79 D 07075—Shpg. wt. 8 lbs. (was \$3.19) \$2.98
B PRICE CUT—CASTER STAND for use with either basket above. Smooth-rolling swivel casters make it easy to move baby. Hardwood with white enamel finish. Folds.
79 D 07071—Shipping weight 7 lbs. \$3.49



\$10.98



\$8.98

PLAY YARDS... for easier baby tending, indoors and out

FOLDING PLAY YARD WITH CASTERS—floor raised 5 1/2 inches. 4 swivel casters on legs, raise floor... help keep baby away from dirt, drafts. Colorful, non-poisonous play beads; picture panel. Built of strong wood; smooth varnish finish. Floor of tough Masonite Presdwood, reinforced with wood. Sets up in a jiffy. Parts securely hinged. Legs and casters are easy to attach (screws included). Folds. *Mailable.* 38 1/2 x 38 1/2 x 26 inches high. Shipping weight 33 lbs.
79 D 07015... \$10.98

ECONOMY-PRICED FOLDING YARD WITH RAISED FLOOR, CASTERS. Low-priced yet guaranteed to satisfy you... check these features:
• 4 swivel casters make yard easy-to-move
• Floor raised 3 inches, helps protect baby
• Folds... easy to store or carry in auto
Built of seasoned wood; smooth varnish finish. Masonite Presdwood floor is wood-reinforced. Parts securely hinged. Sets up in a jiffy, no assembling necessary. Wt. 31 lbs. *Mailable.*
79 D 07014—38 1/2 x 38 1/2 x 23 1/2 in. high... \$8.98



A
\$4.98

B
\$9.49

C
\$14.95

D \$1.49



E

\$24.95

Completely collapsible

\$31.95

Both have adjustable back. Curtain rolls down to make a snug, wind-tight carriage

Adjustable footrest for sitting, lying down

HONEYSUCKLE STROLLERS . . for handsome appearance . . for ease in handling . . for years of wear

A "FEATHER-WEIGHT" STROLLER. . . easy to store. Dark blue fabric body, white binding. Collapsible steel frame. Chrome-plated pusher. 8-in. wheels, 3/4-in. rubber tires. Seat 11x9 in. Shpg. wt. 20 lbs. 1 DM 8505 . . . \$4.98

B LIGHTWEIGHT STROLLER. Military blue rubberized cloth. Collapsible steel frame. Chrome-plated pusher, back rail. Footrest. 8-in. wheels, 3/4-in. tires. Seat 11x10 in. Shpg. wt. 20 lbs. 1 DM 8510 . . . \$9.49

C COLLAPSIBLE STROLLER. Padded seat, reclining back. Reversible pusher. Footrest, brake. 10-in. wheels, 1-in. tires. Seat 13 1/2 x 13 1/2 in. Wt. 31 lbs. State military blue, turquoise or gray fabric. 1 DM 8567 . . . \$14.95

D 1 D 8602—SHOPPING BAG. Convenient . . fits any stroller or carriage. Rubberized cloth. 13x9 1/2 x 12 in. Wt. 2 lbs. . . . \$1.49

SMART-LOOKING COLLAPSIBLE STROLLER. Body of durable weather-resistant rubberized cloth. Quilt-stitched. Padded seat. 4-position reclining back. With back down roll curtain drops to make wind-resistant sleeping carriage. 4-bow hood. Chrome-plated pusher, hub caps. 2-wheel brakes. 2-position dasher. 10-in. wheels, 1-in. tires. Seat 14x16 1/2 in. State turquoise blue or gray.

1 DM 8586—Shipping weight 43 lbs. . . . \$24.95

1 DM 8585—As above but no hood. Wt. 38 lbs. 19.95

E 1 D 8599—Storm Shield. Fits 2 strollers above. Dark rubberized cloth. Shpg. wt. 2 lbs. . . . 98c

COLLAPSIBLE LUXURY STROLLER. Comfort for baby plus handsome good looks. Body of weather-resistant rubberized fabric. Padded seat and back, quilted, padded sides. 4-position reclining back. With back down, roll curtain drops to make wind-resistant sleeping carriage. 4-bow piped hood with visor. Padded wood arms. Large, folding, chrome-plated pusher; hub caps and mud guards. 2-position footrest. 10-inch wheels with 1 1/4-inch rubber tires. 14x16 1/2 in. seat. Colors military blue or smart gray. State color.

1 DM 8596—Shipping weight 50 lbs. . . . \$31.95

All strollers and carriages shipped freight or express partly assembled unless otherwise stated.



F \$7.95

H \$21.95
Cash \$2.50 Down

J \$32.95
Cash \$3.50 Down

G \$14.95



Fully Collapsible

\$37.95
Cash \$4.00 Down

\$28.95
Cash \$3.00 Down

HONEYSUCKLE CARRIAGES . . strong, comfortable

F ECONOMY-PRICED CARRIAGE. Body and hood of water-resistant blue fabric. Adjustable 3-bow hood. Brakes for added safety. Convenient pusher. Collapsible steel frame. 8-inch aluminum painted wheels, 3/4-in. rubber tires. 31x16x10 in. deep.

1 DM 8554—Shpg. wt. 20 lbs. . . \$7.95

G STROLLER-STYLE CARRIAGE. Duchess gear. Rubberized fabric. Quilted design sides. 4-bow hood. Brakes. Storm shield. 8-in. wheels, 3/4-in. tires. 33x16x10 1/2 in. deep. State military blue or gray.

1 DM 8555—Shpg. wt. 31 lbs. \$14.95

1 DM 8557—Twin size. 33x24x10 1/2 in. Shpg. wt. 39 lbs. . . . \$28.95

H PRINCESS STYLE CARRIAGE. Shock-absorbing duchess gear for smoother riding comfort. Body and adjustable 4-bow hood of weather-resistant rubberized fabric. Storm shield. Collapsible steel frame. 4-position adjustable back . . . baby can sit up, recline. Adjustable chrome-plated pusher. 2-wheel brakes. 10-inch wheels. 1 1/4-in. tires. 33 1/2 x 16 1/2 x 14 in. deep. State turquoise blue or gray.

1 DM 8563—Shipping weight 42 lbs. . . . \$21.95

J DE LUXE PRINCESS-STYLE CARRIAGE. Duchess gear. Body of strong weather-resistant fabric. Storm shield. Adjustable back, 4-bow hood. Quilt-stitched sides. Adjustable chrome-plated pusher. Smart hub caps. Collapsible steel frame. Tip-resistant parking stand. 10-in. wheels, 1 in. tires. 36 1/2 x 17 1/2 x 14 in. deep. State military blue or gray.

1 DM 8573—Shipping weight 49 lbs. . . . \$32.95

1 DM 8574—Twin size. 36 1/2 x 27 x 14 in. Wt. 59 lbs. 41.95

STEERING CARRIAGES



Duchess gear for floating comfort



Weather-resistant cloth cover



Pouch extends to make more room

No tilting, no lifting. Carriage turns on a dime

MODERATELY-PRICED STYLE. Duchess gear. Free action front wheel. Weather-resistant cloth cover. Adjustable back. 4-bow hood, sun visor. Storm shield. Collapsible steel frame. Chrome-plated pusher, front bumper, 2-wheel brake. Rear wheels 11 in., front wheels 8 in. 1-in. rubber tires. Overall size 33 1/2 x 16 1/2 x 14 in. deep. Colors turquoise blue or gray. State color.

1 DM 8561—Shpg. wt. 50 lbs. . . \$28.95

FINEST QUALITY. Carefully constructed for comfort and service. Duchess gear, free-action front wheels for easy steering. Weather-resistant cover. Adjustable back. Storm shield. 4-bow hood, visor. Chrome-plated hub caps, bumper, pusher, mud guards. Rear wheels 11 in., front wheels 8 in. 1 in. tires. 2-wheel brake. Strong steel frame. 36 1/2 x 17 1/2 x 14 in. State military blue or gray.

1 DM 8579—Shpg. wt. 53 lbs. . . \$37.95

CARRIAGE SHIELD



To guard baby from glare, wind, dust. It clamps on the carriage hood. Made of clear plastic . . shatterproof. Trimmed with ruffled vinyl plastic. Size 18x15 inches. Shipping weight 2 lbs.

1 D 08569 . . \$2.98

COMFORTABLE CARRIAGE PADS

K FINEST INNER-SPRING. Resilient steel coils, cotton padding. Jute insulator. Vinyl-plastic cover. Gay pattern. Size 32x15 inches. Mailable. Shipping weight 5 pounds.

1 D 08273 . . \$3.19

L HINGED PAD. Cotton filled, vinyl-plastic cover. . . Mailable.

1 D 08268—Single. 32 1/2 x 16 inches. Wt. 5 lbs. . . \$2.19

1 D 08269—Twin size. 32 1/2 x 24 in. Wt. 7 lbs. . . \$3.75

M THRIFTY PAD. Filled with cotton padding. Vinyl-plastic cover . . easy to wipe clean. Low-cost comfort for baby. 31x15 in. Mailable. Shpg. wt. 3 lbs.

1 D 08267 . . \$1.69



Full panel back and front. Entire crib of strong, extra-heavy stock.

Plastic capped side rails... resist marring... easy to wipe clean.

Finest quality metal link spring. Attached to frame with 34 coils.

Big 2-inch clear plastic casters make crib easy to move.

Toe-touch double drop sides. Convenient when you are carrying baby.

HONEYSUCKLE CRIBS .. for baby's comfort .. for nursery beauty .. for lasting wear

- Strong hardwood construction .. lovely, non-poisonous finishes
- Convenient drop sides .. with toe-touch release .. safety catch

- Roomy .. full size to give baby years of reliable service
- *Guaranteed* to satisfy .. buy it .. try it .. like it .. or your money back!

Luxury-styled Crib .. full-panel front

- Full-panel front, 1/2 back
- Toe-touch double drop sides
- 4-position adjustable spring
- Safe maple or natural finish

Honeysuckle comfort for your baby .. Honeysuckle beauty for his room. Solid draft-resistant panels. Double drop sides with convenient toe-touch release. Safety catch. Hardwood. Smooth maple or lustrous natural varnish finish. Decal trim. With spring removed crib shifts to go through door. Casters. Size 54x30 inches. Sides 26 in. high. *State finish.* Freight or express partly assembled.

1 DM 8314—Crib and spring. Shpg. wt. 72 lbs. \$29.95
1 DM 8390—Crib, spring, mattress (1DM8284 on facing page, *state color*.) Wt. 96 lbs. \$41.50

\$37.95
Cash
\$4.00 down
Crib, spring

\$29.95
Cash
\$3.00 down
Crib, spring

Our finest Honeysuckle Crib .. choice of 4 finishes

Luxurious crib for the cutest baby in town! Draft-resistant .. full panel back and front. Toe-touch double drop sides .. safety catch. Smart swirl balls both ends. Finest steel link spring. All screws screw into metal sleeve. Plastic-topped side rails. Extra-heavy hardwood stock, oval spindles. Natural, golden maple, gray or white finish. *State finish, mattress color in combinations.* 54x30 in. Sides 26 in. high. Crib shipped partly assembled from factory near M. O. House.
1 DM 8376F—Crib and spring. Shipping weight 72 lbs. Now only \$37.95
1 DM 8378F—Crib, spring, mattress (1DM8284, page 43). Wt. 96 lbs. 48.50
1 DM 8379F—Crib, spring, innerspring mattress (1DM8284 on facing page) .. plus quilted padded bumpers as shown. *State mattress color.* Wt. 99 lbs. \$52.50

\$26.95
Cash
\$3.00 down
Crib, spring

\$22.95
Cash
\$2.50 down
Crib, spring

\$16.95
Crib, spring

\$14.69
Crib, spring

Full-panel front, 1/2-panel back

- Toe-touch single-drop sides
 - 4-position adjustable spring
 - Safe maple or waxed birch finish
- Superb construction, styling. Draft-resistant panels. Toe-touch drop side. Adjustable metal spring. Casters. Hardwood .. maple or waxed birch finish. 54x30 in. Sides 26 in. high. *State finish.* Freight or express partly assembled.
1DM8377—Crib, spring. Wt. 63 lbs. \$26.95
1DM8468—Crib, spring, mattress (1DM8223, page 43, *state color*). Wt. 84 lbs. \$36.50

Full-panel front, 1/2-panel back

- Toe-touch single-drop side
 - Non-poisonous natural varnish finish
- A smart panel crib. Convenient toe-touch single drop side .. secure safety lock. Stationary metal spring. Hardwood construction in an attractive natural varnish finish. Smooth-rolling casters. 54x30 in. Sides 26 in. high. Shipped freight or express partly assembled.
1DM8369—Crib, spring. Wt. 65 lbs. \$22.95
1DM8467—Crib, spring, mattress (1DM8217 page 43, *state color*). Wt. 82 lbs. \$29.95

Partial Panel Crib

- Toe-touch single-drop side
 - Safe natural varnish finish
- Attractive partial panels with gay decals. Easy-operating toe-touch single drop side .. secure safety lock. Stationary metal spring. Honeysuckle hardwood construction, natural finish. Casters. 54x30 in. Sides 26 in. high. Freight or express partly assembled.
1DM8373—Crib, spring. Wt. 45 lbs. \$16.95
1DM8493—Crib, spring, mattress (1DM8233 page 43, *state color*). Wt. 61 lbs. \$22.95

Economy-priced spindle Crib

- Toe-touch single-drop sides
 - Non-poisonous golden maple finish
- Now .. at low cost .. a real buy in comfort and protection for your baby. Sturdy, closely-placed spindles. Toe-touch drop side, safety catch. Stationary spring. Hardwood .. golden maple finish. Casters. 54x30 in. Sides 26 in. high. Freight or express partly assembled.
1DM8332—Crib, spring. Wt. 45 lbs. \$14.69
1DM8402—Crib, spring, mattress (1DM8226 on facing page). Shpg. wt. 60 lbs. \$19.50

Honeysuckle Bassinet

Convenient bassinet .. just the thing for a young baby .. ideal in a small home or apartment .. splendid as an extra bed .. so easy to move from room to room. Closely placed spindles for baby's protection. Sturdy hardwood construction, lovely non-poisonous golden maple finish. Smooth, easy-rolling casters. Wood slat support included. Inside size 34 1/2 x 19 inches. Height 31 1/4 inches. Sides 17 inches high. Mailable. Shipped partially assembled.
1D08330—Shpg. wt. 15 lbs. \$5.79
1D08496—Bassinet and bassinet mattress (1D08230 on facing page). Shipping weight 20 lbs. \$7.95

\$5.79
Bassinet

Large-size Bassinet

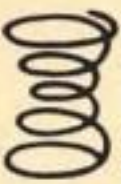
Larger bassinet .. with steel link spring .. and innerspring mattress. Attractive .. ideal in small home or apartment. Fits through door .. easy to move from room to room. Sturdy hardwood construction with lustrous non-poisonous golden maple finish. Inside size 21x42 inches. Height 34 1/2 inches. Inner-spring mattress padded with layers of soft, all-new felted cotton. Pyroxylin-coated water-resistant cover printed in a gay juvenile pattern. Attractive decal on bassinet panel. Shipped freight or express partly assembled.
1 DM 8433—Bassinet, spring and resilient innerspring mattress. Shipping weight 32 pounds. \$15.95

\$15.95
Bassinet, spring, mattress

HONEYSUCKLE CRIB AND BASSINET MATTRESSES

Sleep-inducing as a lullaby

Sears crib mattresses have fluffy, all-new felted cotton. Best qualities have most felted cotton padding



Sears innerspring crib mattresses have properly tempered, properly placed coils for baby's sleeping support



Sears best crib mattresses are covered with Vinyl-plastic... waterproof... resists peeling, strong, durable



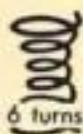
\$13.95

JUMBO INNERSPRING... full 7 inches thick!

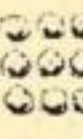
104-coil innerspring... actually as thick as an adult mattress! Expertly tempered steel coils have most turns for more buoyant sleeping comfort. Padded with most layer-felted cotton. Additional jute pad insulates coils. Strong border wire helps mattress keep its shape. Attractive printed border. Covered with waterproof, stain-resistant, durable Vinyl-plastic in a gay nursery pattern. 52x28 in. Blue or pink. See "How to Measure" below.

1 DM 8289—State color. Shpg. wt. 26 lbs. Now only \$13.95

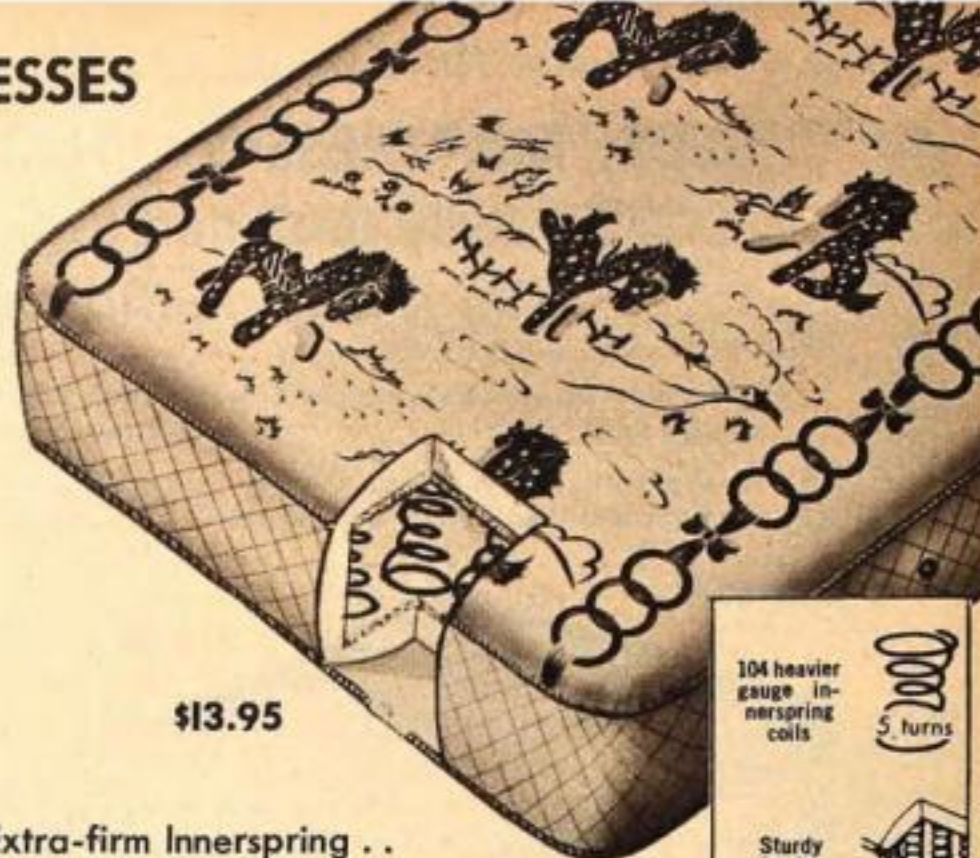
104 resilient innerspring coils... tempered for proper support



Most fluffy, all-new layer-felted cotton padding... most buoyancy



Vinyl-plastic cover... waterproof... stain-resistant... durable



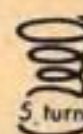
\$13.95

Extra-firm Innerspring... a type recommended by leading baby doctors for posture support

- Heavy-gauge coil wire • Firmly tied, smooth tuftless surface
- Padded with firmer tuflex and sisal

Now... the extra-firm innerspring crib mattress you've been looking for. If your doctor recommends an extra-firm mattress for baby... this is it! 104 innerspring coils... of heavier gauge wire for greater firmness. Insulated with sisal... then padded with tuflex... a scientifically processed fiber. Border wire. Tuftless surface. Waterproof Vinyl-plastic cover. Blue or pink. 52x28 in. See "How to Measure" below. 1 DM 8293—State color. Shpg. wt. 26 lbs. \$13.95

104 heavier gauge innerspring coils



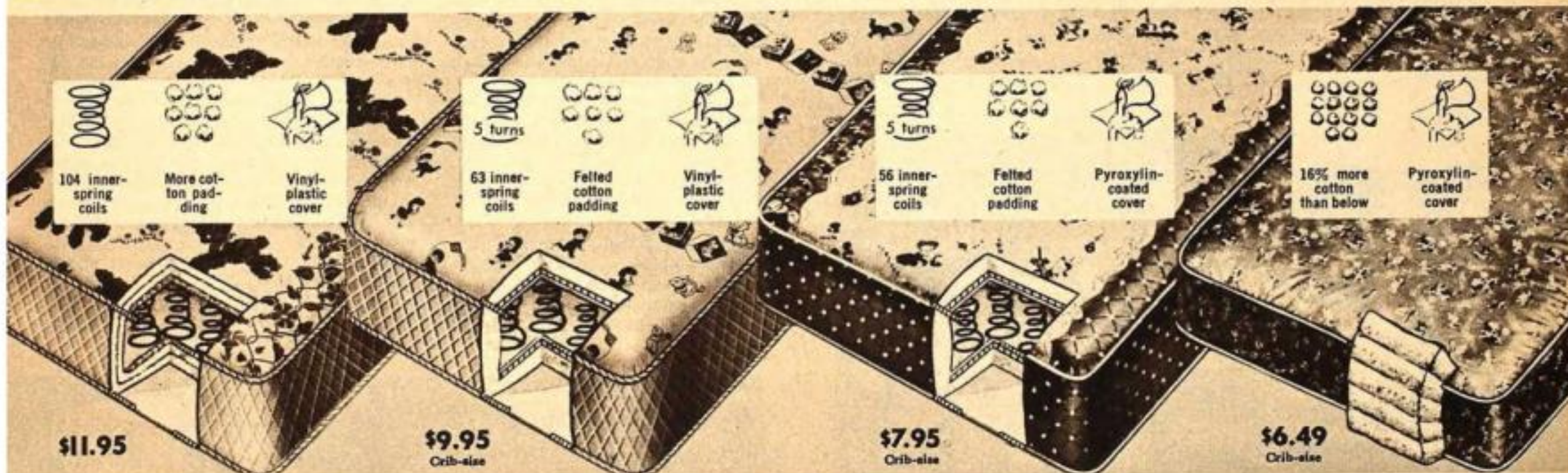
Sturdy border wire on edge



Tuflex padding for more firmness



Vinyl-plastic waterproof cover



\$11.95

\$9.95

\$7.95

\$6.49

104-coil Innerspring

Smart quilted border... 104 tempered steel innerspring coils for baby's proper sleeping support. Padded with more layers of felted cotton... plus coil insulating jute pad. Sturdy border wire to help mattress keep its shape. Smooth tuftless surface, attractive printed border. Waterproof, stain-resistant, crack-resistant Vinyl-plastic cover... durable... attractive in rollicking juvenile print. Choice of pink or blue. 52x28 in. See "How to Measure" below.

1 DM 8284—State color. Wt. 24 lbs. \$11.95

63-coil Innerspring

Resilient tempered steel coils... expertly shaped... carefully placed... padded with fresh, all-new layer-felted cotton. Fiberboard buffer for posture support. Sturdy border frame. Covered with crack-resistant, stain-resistant, durable... easy to swish clean. Gay juvenile pattern... blue or pink. Crib size 52x28 inches. Bassinet size 35x19 in. State color. See "How to Measure" below.

1 DM 8223—Crib size. Wt. 21 lbs. \$9.95

1 D 08225—Bassinet pad. Wt. 7 lbs. 3.75

Thrifty 56-coil Innerspring

Tempered steel coils for buoyant comfort. Padded with layers of springy felted cotton. Moisture-resistant pyroxylin-coated cover... easy to swish clean. Fiberboard buffer for firm posture support. Firmly taped edges, carefully sewn. Strong border frame helps mattress keep its shape. Full crib size is 52x28 in. 3/4-crib size is 46x24 in. Colors pink or blue. Please state color. See "How to Measure" below.

1 DM 8217—Crib size. Wt. 17 lbs. \$7.95

1 D 08215—3/4-size. Wt. 13 lbs. 7.49

Better felted cotton Mattress

Filled with more all-new, layer-felted cotton. Tuftless surface, moisture-resistant pyroxylin-coated cover... easy to swish clean with a damp cloth. Fiberboard center for posture support. Neatly taped edges, firmly sewn. Crib size 52x28 in.; 3/4-size 46x24 in.; bassinet-size 35x19 in. State color pink or blue. See "How to Measure" below.

1 DM 8233—Crib-size. Wt. 16 lbs. \$6.49

1 D 08259—3/4-size. Wt. 12 lbs. 6.29

1 D 08218—Bassinet-size. Vinyl-plastic cover. Shpg. wt. 10 lbs. \$2.79

3/4-size Honeysuckle Crib

Convenient 3/4-size... ideal in apartment or small home... fits through doors. Partial end panels... gay swirl balls. Single drop side. Stationary metal spring. Hardwood construction, safe, non-poisonous maple or natural finish. Size 48x26 in. Sides 21 in. high. Shipped freight or express partly assembled. Please state finish.

1 DM 8323—Crib, spring. Wt. 38 lbs. \$17.95

1 DM 8450—Crib, spring (1 D 08259), cotton mattress above. Shpg. wt. 50 lbs. \$23.95

1 DM 8453—Crib, spring (1 D 08215), innerspring mattress above. Wt. 51 lbs. \$24.95

PLASTIC CRIB RAILS Fit over pen or crib rails. Each 48 in. long. Ivory color.

1 D 08303—Mailable. Shipping weight 1 lb.

Pair... \$1.69



\$17.95

Crib, spring

HOW TO MEASURE Fits Cribs with inside measurements Shpg. Instructions

Full-size Mattress 52 to 53 in. long 28 to 29 in. wide Freight or express

3/4-size Mattress 46 to 47 1/2 in. long 24 to 25 in. wide Mailable

Bassinet-size Mat. 35 to 36 in. long 18 to 20 in. wide Mailable

Thrifty cotton Mattress

Firm, buoyant for sleeping comfort. Filled with all-new, layer-felted cotton, tufted to prevent shifting. Covered with firmly woven cotton ticking in gay juvenile pattern. Bassinet pad has seams double stitched. Crib mattress has taped edges. Blue and pink. See "How to Measure" above. 1 DM 8226—Crib-size. 52x28 inches. Shipping weight 15 lbs. \$4.98

1 D 08230—Bassinet pad. 33x18 in. Shipping weight 5 lbs. \$2.29



\$4.98

Crib-size

Filled with all-new felted cotton

For your lively "in-betweens" . . Youth Age

BEDS, MATTRESSES, CHAIRS

Carefully designed to fit
Ruggedly constructed to last

- All furniture designed and constructed to fit youngsters
- Beds and chairs of strong hardwood . . careful details
- Wood pieces finished in smooth, non-poisonous finishes
- Buy now . . use Sears Easy Terms . . see inside back cover



Resilient Innerspring Youth Bed Mattresses

77-COIL INNERSPRING MATTRESS. Proper posture support, comfort for your growing youngster. Padded with cotton felt. Jute insulator to prevent "coil feel." Button tufted. Durable blue and white woven-stripe ticking. Firmly sewn.

1 DM 8281—Size 63x29½ inches. Shpg. wt. 30 lbs. Only \$12.95

1 DM 8282—As above but with 96 coils. 66x33 inches. Shpg. wt. 35 lbs. . . \$13.95

OUR FINEST 77-COIL INNERSPRING MATTRESS. Padded with layers of springy all-new felt and rubberized fiber. Smooth, tuftless surface. Pink and blue vinyl-plastic, moisture-resistant cover, easy to clean. Taped edges, firmly sewn.

1 DM 8263—Size 63x29½ inches. Shipping weight 30 lbs. Only \$14.95

1 DM 8264—As above but with 96 coils. 66x33 in. Shpg. wt. 35 lbs. . . . \$15.95



Hardwood Youth Bed

- Attractive, thrifty, sturdy
- Built of durable hardwood
- Partial panel head and foot
- Safe golden maple finish

Low-priced youth bed . . ideal for your peppy in-between youngsters. Strong hardwood construction with partial panel ends. Lovely, non-poisonous golden maple finish. Comfortable rust-resistant link spring. Easy-rolling casters. Removable guard rails 40 in. long. Attractive decal trim. Inside size 66x33 inches—5 ft. 6 in. long! Head 37¾ in. high, foot 27¾ in. high. Shipped freight or express from mail order house. Partly assembled . . easy to set up.

1 DM 8304—Youth bed and spring. Shipping weight 60 lbs. \$24.95

1 DM 8441—Bed, spring, and mattress (1DM8282) shown and described at left. Shipping weight 95 lbs. \$38.50

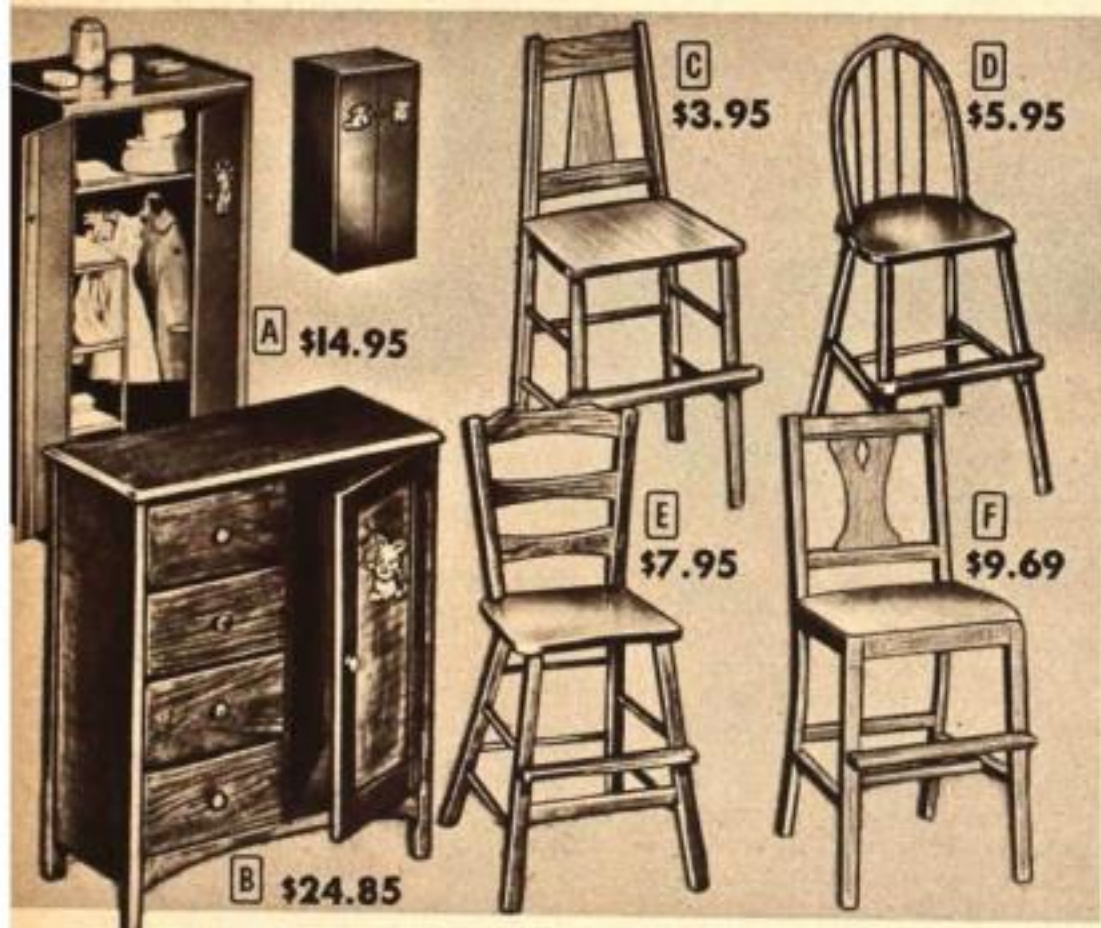
Our finest hardwood Youth Bed

- Heavier weight construction
- Select, seasoned hardwood
- Solid panels head and foot
- Safe maple or natural finish

Luxury-styled youth bed for greater beauty . . added comfort . . longer wear. Designed to fit your active "in-between" youngsters. Full panel head and foot to resist drafts. Select hardwood, properly seasoned, smoothly sanded and finished in rich golden maple or smooth lustrous natural varnish finish. Rust-resistant link spring. Smooth-rolling casters. Removable guard rails 13 in. high. Attractive decal trim. Inside size 66x33 in. (5 feet, 6 in. long). Head height 38 in.; foot 28¾ in. Freight or express, partly assembled. *State finish.*

1DM8354—Bed, spring. Wt. 70 lbs. . . . \$29.95

1 DM 8464—Bed, spring, and mattress (1DM8264) described and shown at left. Shipping weight 105 lbs. \$44.95



Handsome Chifforobes . . comfortable Youth Chairs

A ALL-STEEL JUVENILE WARDROBE. A handy place to hang children's and baby's things . . and so low priced. Strong steel . . spot welded. Top shelf, 4 side shelves. Gray enamel finish. 24x16x44 in. high. Pay transportation on delivery from factory near Chicago, Ill. 1 DM 8727F—Shpg. wt. 28 lbs. \$14.95

B STURDY HARDWOOD CHIFFIROBE. Enables you to keep baby's things in one convenient place. 4 drawers, 12x15 in. Roomy hanging space. 17x15½x33 in. Decal trim. Hanger rod. 36x16x41 in. Hardwood in ruddy maple finish. Pay transportation on delivery from factory near Milan, Indiana. 1 DM 8799F—Shpg. wt. 65 lbs. \$24.85

C THRIFTY YOUTH CHAIR. Hardwood . . golden oak or natural finish. Panel back, foot rest. Seat 14½x13¼ in. Height 34¼ in. 1 DM 8704—*State finish.* Wt. 13 lbs. \$3.95

D WINDSOR STYLE. Curved spindle back. Hardwood, golden maple or waxed birch finish. Seat 13¼x14 in. Seat 20¼ in. from floor. 34½ in. high overall. Footrest. 1 DM 8717—*State finish.* Wt. 12 lbs. \$5.95

E LARGER, STURDIER CHAIR. Strong ladder back. Footrest. Hardwood, golden maple or waxed birch finish. Seat 15x13½ in. 21½ in. from floor. Overall ht. 37½ in. 1 DM 8760—*State finish.* Wt. 15 lbs. \$7.95

F OUR FINEST YOUTH CHAIR. Large, sturdy, attractively designed. Removable box seat in red or white artificial leather. Hardwood, golden maple or waxed birch finish. Seat 14½x14½ in. 21 in. from floor. Overall height 35¼ in. *State color, finish.* 1 DM 8789—Shipping weight 15 lbs. \$9.69

Youth chairs shipped freight or express

Training Needs to help develop proper habits

G NURSERY CHAIR-STOOL. An ideal step stool. Back folds down to make steady standing surface. May be placed on top of chair, too, so baby can sit at the table. Constructed of durable hardwood, polished aluminum legs, arm rests. Non-skid rubber tips for added safety. Sanitary enamelware vessel. Seat 11x10¼ in. Height 16 in. Back 9 inches high. *Colors baby blue or pink. State color.* 1D8776—Mailable. Shpg. wt. 4 lbs. \$4.69

H DE LUXE NURSERY CHAIR. Smart, modern styling. Proper design for baby's comfort. Base constructed of wood fiber moulded under heat and pressure to make it harder and stronger than wood. Top, hardwood. Smooth, rounded base . . flared to resist tipping. Glossy enamel finish, soft baby blue. Hollow duck deflector. Porcelain enamel vessel pan—sanitary. Seat firmly locked to base for safety. 12x13 inches at floor. Mailable. 1 D 8763—Shpg. wt. 5 lbs. \$6.39

J "ALWAYS-READY" TRAINER. So convenient in your home. Attaches easily and securely to adult seat—folds neatly out of the way when not in use! Handy at home, ideal for travel. Constructed of strong moulded plastic—smooth, sanitary—can't rust, discolor or chip. Comfortable arms and back rest for baby's proper support. *Colors white, baby blue or soft pink.* Seat 9¼x11½ in. Back height 4¾ in. *State color.* 1 D 8772—Mailable. Wt. 2 lbs. \$4.59



\$19.95

A



\$15.75

B



\$14.95

C



GUARANTEE

Honeysuckle High Chairs . . . guaranteed to satisfy . . . or your money back

HONEYSUCKLE HIGH CHAIRS . . . for mealtime comfort

- Lovely, smooth, non-poisonous finishes for baby's safety . . . for dining room beauty
- Widespread legs to resist tilting
- Outstanding quality . . . order one . . . try it . . . like it—or return it and get your money back!

Smart, thrifty 2-way High Chair

- Also 2-way play-table
- Sturdy widespread legs
- Adjustable footrest
- 3-position wood tray

Converts in a jiffy to a low, safe play table. Large, 3-position wood tray. Solidly built of hardwood to withstand wear. Safe golden maple or waxed-birch finish. Safety strap. Seat 14½x11½. 39½ in. high. Play table top 18½x15½ in. *State finish.*

1 DM8722—Wt. 29 lbs. \$13.95

1 DM 8733—Chair, cushion (G) at left. Shipping weight 31 lbs. . . . \$15.50

\$13.95



Smart, fan-back High Chair

- 4-position easy-to-clean plastic tray
- Adjustable footrest
- Widespread legs

Smart, large fan panel back, gay teddy bear decals. Sturdy hardwood construction, 8-stretcher base. Lovely golden maple or smooth waxed birch finish. 15x13 in. 38½ inches high. Tilt-resistant legs. *State finish.* Matches nursery chair (M) below.

1 DM 8897M — Shipping wt. 26 lbs. . . . \$12.95

1 DM 8895M—Chair, cushion (G) at left. Shipping weight 28 lbs. . . . \$14.50

\$12.95



A LUXURY-STYLED UPHOLSTERED CHAIR. Our finest high chair . . . converts to low play table (top 19x15 in.). Easy-to-clean plastic tray. Adjustable footrest. Padded red plastic cushions, easy to wipe clean. Hardwood, golden maple or waxed birch finish. Seat 14½x12½ in. Ht. 38½ in. *State finish.* 1 DM 8792—Chair, pad. Wt. 28 lbs. \$19.95 1 DM 8765—Chair only. Wt. 26 lbs. . . . \$15.95

B ALL-METAL HIGH CHAIR. Chrome-plated tray, adjustable footrest. Padded seat, back upholstered in washable duran plastic. All metal construction . . . edges rounded or turned under. Flared tilt-resistant legs. Seat 14½x12½ in. Ht. 38½ in. *State finish.* 1 DM8777—Chair, cushion. Wt. 25 lbs. \$15.75

C DE LUXE CHAIR . . . curved panel back. Removable plastic tray, adjustable footrest. Widespread legs. Hardwood construction, waxed birch or golden maple finish. Seat 15x13 in. 38½ in. high. *Please state finish.* 1 DM 8724—Chair. Wt. 26 lbs. . . . \$14.95

D ATTRACTIVE PANEL-BACK CHAIR. 3-position stain-resistant wood tray. Adjustable footrest. Tilt-resistant widespread legs. Hardwood with golden maple or waxed birch finish. Seat 15x12½ in. 39½ in. high. *State finish.* 1 DM 8761—Chair only. Wt. 24 lbs. \$10.95 1 DM 8774—Chair and cushion (H) at right. Shpg. wt. 26 lbs. . . . \$12.50

E SMART PANEL-BACK CHAIR. Adjustable wood tray, adjustable footrest. Tilt-resistant widespread legs. Hardwood with golden maple or waxed birch finish. Seat 15x12½ in. 38 in. high. *Please state finish wanted.* 1 DM8762—Chair only. Wt. 20 lbs. \$8.95 1 DM 8822—Chair and cushion (J) at right. Shpg. wt. 22 lbs. . . . \$9.95

F THRIFTY PANEL-BACK CHAIR. Wood overhead tray . . . stationary footrest. Widespread tilt-resistant legs. Durable hardwood with waxed birch finish. Seat 15x12½ in. Ht. 39 in. 1 DM 8758—Chair only. Wt. 17 lbs. . . . \$6.49

High chairs shipped freight or express from mail order house

Honeysuckle Nursery Chairs . . . safe finishes

K DE LUXE HARDWOOD CHAIR. Smoothly sanded hardwood. Attractive golden maple or waxed birch finish. Enamelware vessel. Overhead tray. Seat 10½x11½ in. Ht. 20½ in. *State finish.* Mailable. 1 D 08773—Wt. 11 lbs. . . . \$5.98

L ATTRACTIVE CHAIR. Hardwood. Adjustable tray. Lovely golden maple or natural blonde finish. Porcelain enamel vessel. Seat 12x9 inches. Ht. 17½ inches. Mailable. *Please state finish.* 1 D 08783—Wt. 12 lbs. . . . \$6.98

M PANEL-BACK NURSERY CHAIR. Hardwood. Includes vessel and deflector. Matches high chair 1 DM8897 above. Golden maple or waxed birch finish. Seat 10½x11½ in. 20½ in. high. *State finish.* Mailable. 1 D 08898M—Wt. 9 lbs. . . . \$4.98

N THRIFTY HARDWOOD NURSERY CHAIR. Handy overhead tray. Partial panel back. Smooth natural finish. Seat 10x11 in. Ht. 20 in. Mailable. Easy to assemble. 1 D 08732—Wt. 6 lbs. . . . \$3.98

P LOW-PRICED CABINETWOOD CHAIR. Built of Western cabinetwood, smooth natural finish. Enamelware vessel. Seat 10½x11½ in. 20 in. high. Mailable. 1 D 08719—Wt. 7 lbs. . . . \$3.69

R WHITE ENAMELWARE VESSEL. Diameter 7½ in. 1 D 8752—Shpg. wt. 12 oz. 49c



\$5.98

\$6.98



\$4.98

\$3.98



\$3.69

49c

Honeysuckle Training Seats . . . safe finishes

S ATTRACTIVE PLASTIC FOLDING TRAINER. Attaches easily to adult seat. Comfortable back and arms, adjustable footrest. Seat 11½x13x8½ in. high. *State color:* pink or blue. Mailable. 1 D 08795—Shpg. wt. 4 lbs. \$4.49

(NOT SHOWN.) As above but without footrest. *State pink or blue.* 1 D 08781—Shpg. wt. 3 lbs. \$3.89

T HARDWOOD SEAT. Duck deflector, armrest, footrest. Baby-blue water-resistant finish. Seat 11x10 in. Height 5½ in. 1 D 08767—Shpg. wt. 3 lbs. \$4.49

U As above but without footrest or armrest. Height 4 inches. 1 D 08766—Shpg. wt. 2 lbs. \$3.49

V NURSERY TRAINER WITH FOOTREST. Hardwood, golden maple or white enamel finish. Seat 11x9½ in. Back ht. 5¼ in. Mailable. *State finish.* 1 D 08784—Shpg. wt. 5 lbs. \$2.98

(NOT SHOWN.) As above but without footrest. *State finish.* 1 D 08780—Shpg. wt. 4 lbs. \$2.39

W New! THRIFT-PRICED PLASTIC TRAINER. Smooth plastic. Acid-resistant . . . easy to clean. Safety strap. Built-in deflector. Pink, blue or ivory. Seat 9½x10½ in. Mailable. *State color.* 1 D 08797—Shpg. wt. 2 lbs. \$2.79

X STEP-UP STOOL. Hardwood, maple finish. Sturdy 12x12x10 in. high. Mailable. 1 D 08791—Shpg. wt. 5 lbs. \$2.98

Y DEFLECTOR (for boys). Rubber. Fits training seats. 1 D 8737—Shpg. wt. 6 oz. . . . 49c



\$4.49

\$4.49

\$2.98

\$2.98

\$2.79

\$2.98

49c

GIRLS' HATS . . Imagine how pretty your little girl will look wearing one of these adorable new styles . . classic favorites. All low-priced at Sears



A DRESS-UP SET, bright with rayon taffeta plaid. Posey topknot on cute pillbox. Straw-like braid. Matching bag abt. 5 in. in diameter. Colors White, copen blue, bright red, natural . . . all with harmonizing plaid. *State color*. Price of set includes 20c Federal Ex. Tax on bag only. Shpg. wt. 13 oz. 078D4890E-Fits 19½ to 20¼ in. \$2.98 078D4891E-Fits 20½ to 21¼ in. 2.98 *Hat only*. Shipping weight 12 oz. 078 D 4885-Fits 19½ to 20¼ in. \$1.79 078 D 4886-Fits 20½ to 21¼ in. 1.79

B RIPPLE BRIM BONNET AND BAG SET. Contrasting color shirred rayon taffeta faces brim of adorable straw braid half-hat. Tiny flower clusters at both sides. Rayon satin band ends in chin strap. Matching bag about 6x9 in. *State color*. White with copen (med.) blue. White with pink. Natural with copen blue. Natural with pink. Hat fits all sizes. Price of set includes 26c Fed. Excise Tax on bag. 078D4880E-Set. Shpg. wt. 13 oz. \$3.59 078D4875-Hat only. Wt. 12 oz. 1.98

For How-to-Measure for Millinery, see page 202.



\$1.98
COLORFUL FLOWERS, rayon velvet, straw braid. *State color*. Natural with navy. White or rose with black. All red or copen blue. 078 D 4815-Fits 19½ to 20¼ in. 078 D 4816-Fits 20½ to 21¼ in. Shpg. wt. 14 oz. . . . Each \$1.98

\$1.74
SWEETHEART bonnet with pretty posies. Straw-like braid. *State color*. Natural with navy, red or copen blue ribbon. All white. 078 D 4830-Fits 19½ to 20¼ in. 078 D 4831-Fits 20½ to 21¼ in. Shpg. wt. 14 oz. . . . \$1.74

\$1.98
SMALL-BRIMMED cloche bonnet, dainty pastel blossoms across front. Grosgrain ribbon. Straw braid. *State color*. Natural with navy, red or brown ribbon. 078 D 4860-Fits 21 to 21¼ in. Shpg. wt. 11 oz. . . . Each \$1.98

\$1.98
STRAW BRAID POKE, edged with ribbon. Field flowers. *State color*. Natural with navy blue, red or copen blue ribbon. All white. 078 D 4845-Fits 19½ to 19¾ in. 078 D 4846-Fits 20 to 20¼ in. Shpg. wt. 14 oz. . . . Each \$1.98

\$1.48
SCHOOLGIRL roller, straw-like braid with grosgrain. *State color*. Natural with navy, red or copen blue ribbon. All white. 078 D 4800-Fits 20¼ to 20¾ in. 078 D 4801-Fits 21 to 21¼ in. Shpg. wt. 1 lb. . . . \$1.48



\$2.29
OPEN-CROWN STRAW BRAID BRETON, rich rayon velvet, flowerfancy. *State color*. Natural with black, navy blue or brown velvet. 078 D 4850-Fits 20¼ to 20¾ in. 078 D 4851-Fits 21 to 21¼ in. Shpg. wt. 12 oz. . . . Each \$2.29

\$1.98
FIELD FLOWERS circle front of half-bonnet. Straw braid. *Please state color*. Natural with navy blue, red or copen blue ribbon. All white. Fits all headsizes. Shipping weight 12 ounces. 078 D 4810. . . . \$1.98

\$1.79
STRAW-LIKE BRAID, circled with multi-color band. *Please state color*. Natural with red, navy blue or brown ribbon. All white. 078 D 4870-Fits 20¼ to 20¾ in. 078 D 4871-Fits 21 to 21¼ in. Shpg. wt. 1 lb. 1 oz. . . . Ea. \$1.79

\$2.29
STRAW BRAID BONNET with flower, fancy ribbon. *State color*. Natural with navy blue, red or brown ribbon. Shpg. wt. 1 lb. 078 D 4865-Fits 20¼ to 21¼ in. 078 D 4866-Fits 21½ to 22¼ in. Each. . . . \$2.29

\$1.98
OPEN CROWN. Straw-like braid with rayon taffeta plaid band, bright fancy. *State color*. Natural, red, white, copen blue, navy blue. All with plaid. Fits all headsizes. Shpg. wt. 12 oz. 078 D 4835. . . . \$1.98



\$2.29
STRAW-LIKE BRAID, rich lacy straw edge. Flowers, rayon velvet band, streamers. Grosgrain chin strap. *State color*. Natural with navy blue, black, red or brown ribbon. Fits all headsizes. 078 D 4820-Wt. 1 lb. 7 oz. . . \$2.29

\$1.79
SAUCY BRETON roller of 100% wool felt. Grosgrain ribbon bow, band and streamer. *State color*. White, red, navy blue or beige. 078 D 4840-Fits 20¼ to 21¼ in. 078 D 4841-Fits 21½ to 22¼ in. Shpg. wt. 12 oz. . . . Each \$1.79

\$1.74
STRAW-LIKE BRAID DERBY. Bright flowers. *Please state color*. Natural with navy blue, red or copen blue ribbon. All white. 078 D 4805-Fits 19½ to 20¼ in. 078 D 4806-Fits 20½ to 21¼ in. Shpg. wt. 12 oz. . . . Each \$1.74

98c
IMPORTED FROM FRANCE. Beret of soft, 100% wool. Your choice of 6 lovely colors. *Please state color*. White, bright red, navy blue, bright green, light gray, dark brown. Fits all headsizes. 078 D 4855-Shpg. wt. 2 oz. 98c

\$2.29
FIELD FLOWER ROLLER. Straw braid, grosgrain ribbon. *State color*. Natural with brown, red or navy blue ribbon. All white. 078 D 4825-Fits 20¼ to 20¾ in. 078 D 4826-Fits 21 to 21¼ in. Shpg. wt. 1 lb. 5 oz. . . Ea. \$2.29